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**GREAT CROPS
of STRAWBERRIES
AND HOW TO GROW THEM**

**R.M. KELLOGG CO.
THREE RIVERS, MICH.
1914**

Our Guaranty

IN order to avoid misunderstandings, we desire our patrons clearly to understand that our guaranty is strictly in respect of the quality of our plants—(1) that they are first-class in every way; (2) that the plants are freshly dug and carefully put up in damp packing material, and securely crated or wrapped (we never place any plants in cold storage, but they remain in the ground where grown until we dig them to fill our customers' orders); (3) that they are packed by the most careful methods to insure safe delivery; (4) that in all instances our plants are turned over to the transportation company, or postal service, in perfect condition; (5) that they are free from insects and fungous diseases; (6) that

they are true to name; and (7) that in all cases full count shall be supplied as per each order given. It is impossible for us to know what may occur to them after plants leave our hands either in the matter of delivery by transportation company, or postal service; or what soil and weather conditions they are to meet; or what treatment they are to receive at the hands of the individual purchaser. In short, we assume full responsibility for our plants up to the time they leave our hands, but beyond that point we can not and do not assume any responsibility.

All of our plants are carefully inspected by official representatives of the states of Michigan, Idaho and Oregon, and a certificate similar in character and purpose to the one issued by the state of Michigan is issued in the case of all three states. We quote here-with the

MICHIGAN CERTIFICATE OF NURSERY INSPECTION

THIS is to certify that I have examined the nursery stock of R. M. Kellogg Co., Three Rivers, Mich., and find it apparently free from dangerous insects and dangerously contagious plant diseases.

L. R. TAFT,
State Inspector of Nurseries and Orchards.

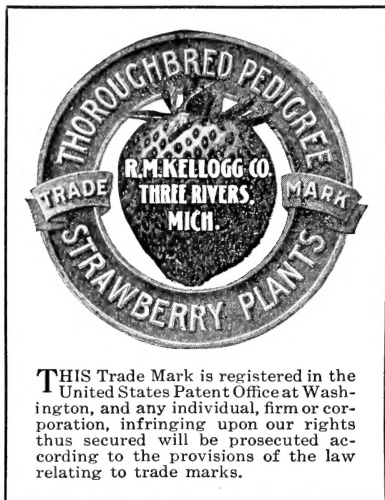
our power to assist him to attain that result. But, as we have said above, we do not hold ourselves responsible for plants after our control ceases. It will therefore be understood that when our plants are turned over to the transportation company we have no further control over them and our responsibility ends at that point. Should plants fail to arrive in good condition, it will be due to improper handling, careless treatment or delay while in transit. *No complaint will be considered that is not made within five days following the receipt of plants.* However, we have been growing and shipping strawberry plants for twenty-nine years and in few instances do plants fail to reach the purchaser in the same ideal condition they leave our hands. We ship our plants to all parts of the United States, the Dominion of Canada, to many European countries and to Asia and Australia.

With our careful methods of labeling plants it would seem quite impossible that a mistake should occur in the matter of varieties, but we guarantee plants to be true to label with the express understanding that, if a mistake occurs, we are to be held responsible for no damages beyond the amount received for plants.

The fact that we receive orders from the same customers year after year is the best evidence of our success in the work of delivering high-grade plants in perfect condition—a fact further emphasized by the substantial increase, year by year, in the acreage devoted to the production of our Thoroughbred Pedigree strawberry plants.

Substitution

THIS year we have a very fine crop of plants as to quality, but as a result of the extraordinary drouth that affected so seriously nearly all parts of the country, our 1914 crop will be unusually small. As certain varieties always sell far in excess of other varieties, this contingency must be reckoned with. When it comes time to ship your order, is it your wish, should we be sold out of any varieties that you have selected, that we substitute some other varieties of equal merit in their place? In making out your order be very explicit on this point. Please note that at the bottom of the order-form page of the order sheet for 1914 is a blank space with dotted lines for your answer to this question. If satisfactory for us to substitute, write "Yes" on the dotted line. If not satisfactory, write "No." In the latter case we shall return your money for any varieties we are unable to supply. In case you write neither "Yes" or "No" on dotted line, *we shall understand it is your desire that we shall use our judgment in the matter.* Rest assured that we shall substitute only when it is necessary to do so, even though you give us the privilege to substitute. We make this matter so clear to avoid delays at shipping time and any possible misunderstanding.



THIS Trade Mark is registered in the United States Patent Office at Washington, and any individual, firm or corporation, infringing upon our rights thus secured will be prosecuted according to the provisions of the law relating to trade marks.



Nature's Priceless Gifts

NEXT to the big, round generous Earth itself, Nature's most priceless gifts to Man are plants and seeds. Because diamonds are brilliant in their manifold and lustrous colorings, the love of beauty and of display that inheres in human nature creates an almost universal desire to possess them; because gold is the insignia of wealth and power of possession, mankind is greedy to have it in abundance. But diamonds and gold are as dross when compared with seeds and plants. All the diamonds and gold in the world could not make a man's breakfast, and though he had them piled up like mountains, yet had none of the food that plants and seeds develop for his daily use in countless ways, life would be impossible, and human and animal alike would perish from the earth.

And so, in order that there shall be no possibility of such a catastrophe, prodigal Nature has given to us such ample quantities and such an infinitude of varieties of vegetable life, all species of which are so marvelously fortified against destruction or extermination, as to insure their perpetuity so long as soil and rain and sunshine shall endure. The seeds of a single tree are plentiful enough to re-create a vast forest of its kind. Some single plants are found to contain more than one hundred thousand seeds. Such is the extraordinary provision of Nature to the end that man and his animal friends always shall have an ample supply of food and shelter if the simple laws of being and growth be observed.

But prodigal as Nature has been in her gifts, she has left much to inspire the energy and intelligence of Man in the direction of improvement, and today we are witnessing a marvelous advance in the development of plant life of all kinds, considered from the viewpoints of both quantity and quality. Grains and vegetables and fruits have shown themselves to be quite as amenable to the influence of breeding as are the products of the animal kingdom. Selection and restriction exhibit the same power when applied to tree and vine and plant and seed as when employed for the betterment of livestock. It is the law of all life that this shall be so. Therefore, all may be confident of like results when this law is faithfully and intelligently practiced.

For thirty years the R. M. Kellogg Company has represented the highest standards of success in the direction of strawberry plant improvement. The work begun in 1884 by the founder of this company has been carried on with increasing enthusiasm and energy during the last three decades, and the farm at Three Rivers which Mr. Kellogg purchased in 1896, consisting of about ninety acres, has grown into an institution, famous alike in the United States, in Europe and in Asia, for the quality of its products, requiring 225 acres to grow the plants for the filling of its orders, not to mention the large branch farms of the company located respectively at Twin Falls, Idaho, and Canby, Oregon. The combined product of these two branch farms in 1913 exceeded the total product of the company ten years ago.

Not only has this company created a new interest and greater confidence in the strawberry world through the development of varieties that insure big yields of big red strawberries. It also has won a reputation through its free service bureau for giving such aid and counsel as to insure the complete success of all growers who follow the instructions and advice so freely given. This bureau has been organized for the benefit of "Kellogg" customers. They are free at any time to call upon us for aid when in doubt as to the proper course to pursue; and every year thousands of customers do so. The letters that come to us expressing thanks and gratitude for such assistance as we have been able to render is a sufficient return for our efforts in that direction. Many are kind enough to say that they attribute their entire success to the advice and instruction we have sent them. Here is a typical instance: "Your reply to my letter came just at the critical moment, and I thank you for your promptness in sending me the very clear instructions you have. It gave me exactly what I needed to know in order to insure success. Another company from whom I purchased plants did not even deign to recognize my letter asking for information. Your company's interest in its customers does not cease when the plants are paid for."

And here is another letter—a fair specimen of hundreds that come to us every season—showing how Kellogg plants bring prosperity to the grower; how homes are created and paid for from the results secured in the strawberry field, and how an independent and per-

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A STRIKING OBJECT LESSON IN PLANT BREEDING

DID you ever see two more perfect cantaloupes than these? Imagine acres of them, if you can, yielding carload after carload, day after day, for more than two months! They are the result of breeding and selection by the most expert melon grower in the world—Col. Roland Morrill—who is interested in an extensive cantaloupe farm at Three Rivers, which supplied several of the large cities of the country in 1913 with "Hearts of Gold" cantaloupes, declared by all to be the most delicious ever grown. Col. Morrill introduced the famous Rocky Ford cantaloupe many years ago, and this season celebrated his forty-first anniversary as a cantaloupe breeder and grower. In selecting for seed, Col. Morrill first gathers the cantaloupes from the most productive blocks; then chooses the individual melons with an eye to perfection of form and netting. Hence, the type not only is preserved, but improves. Blood tells in plant life no less than in animal life, and Kellogg plants and Morrill cantaloupes indicate to what high degree this breeding may be carried where scientific knowledge and practical skill are employed to that end.

manent basis for prosperity thus may be established. Writing to us under date of January 10, 1913, Z. Chandler of LaGrande, Oregon, says: "I have raised strawberries from Kellogg plants for the last five years and have had good success, thanks to the ability of the Thoroughbred Pedigree plants, and the things I have learned from your book. In 1907 I set 4,000 Kellogg plants. In 1908 I picked 6,240 quarts. In 1909 I picked 5,424 quarts. In 1910 I picked 7,704 quarts. I also set out 3,000 more of your plants, and in 1911 I picked 14,400 quarts. In 1912 I picked 12,720 quarts. I received for these berries an average price of \$2.25 per crate of 24 quarts each. I am known as the Strawberry Man in and around LaGrande. I am proud of it, because I have been able to get a home of my own out of my strawberry patch; and right here I want to thank the R. M. Kellogg Co. for starting me right." Expressed in dollars and cents, Mr. Chandler realized in five years from his strawberries \$4,390.50, or an average of \$878.10 per year on less than one acre.

Touching another phase of our business, comes a letter from A. H. Young of Sheridan, Ill. Let us say that in 1913 we shipped

nearly 20,000 orders for strawberry plants. In the nature of things, there is bound to be delays on the part of the express companies in making delivery, and many wrong deliveries, both of which may lead to the ruination or complete disappearance of the plants, or to some other equally unfortunate results. In the case of Mr. Young one of two crates of plants was lost in transit. We promptly made claim for refund for the lost plants, and a few weeks later secured settlement in full and remitted the amount to Mr. Young. In acknowledging receipt of the remittance, Mr. Young says: "To say that I appreciate your earnest efforts in this matter puts it very mildly, indeed. I was inactive in the matter of sending you data, as I labored under the impression that you would be wearing out your typewriters to no practical results. But I must say that your splendid methods will even win the heart of an express company to do business. My judgment concerning the express business is based on twenty-one years' experience as an express agent. Such efforts on your part must add to the confidence your customers feel in you, and certainly will aid in holding your old customers, and in attracting new ones. I certainly thank you for your earnest effort in my behalf, and shall try and

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PRIDE OF MICHIGAN PLANTS GROWING IN A YOUNG DELAWARE APPLE ORCHARD

EVEN the great corporations of the country recognize the importance of buying only the best. The Pennsylvania Railroad Company is acknowledged to be perhaps the best managed corporation in the United States, if not in the world. In carrying forward their very extensive horticultural work at Bacon, Del., this corporation employs Kellogg Thoroughbred plants, and the scene above is typical of the success they are having with them. The wisdom of this policy may not be questioned.

throw as much business your way as possible by advertising the methods under which you operate."

In a word, we "start" our customers right with the best plants grown in the world, as Mr. Chandler so kindly acknowledges. We keep them on the right track through our free service bureau. And we look after their interests in every way possible, as illustrated by the case of Mr. Young. Our customers' interests are distinctly our interests, and the spirit of service obtains in every department of our work. We therefore confidently invite your continued patronage if you are an old customer, and, if you never before have sent us an order, with equal confidence assure you complete satisfaction if you will use the Kellogg plants and follow the Kellogg Way.

How Kellogg Plants Are Grown

THIRTY years ago was begun the work which resulted in the creation of Kellogg's Thoroughbred Pedigree strawberry plants and the elevation of the strawberry business to a place second only to apple-growing in the world of commercial horticulture. Starting out with the theory that plant life was quite as amenable to improvement and the "fixing of type" as is animal life, the founder of this company began the work that has made his name famous the world over. At first the people were skeptical, and those who had grown strawberries in the old way, and without any reference to the laws of breeding, selection and restriction, were slow to recognize the im-

portance of Mr. Kellogg's investigations and practical results. But that day of doubting has passed, and the entire horticultural world has adopted his conclusions and is putting into daily practice the ideas and principles he so clearly announced and so faithfully and intelligently demonstrated. These same principles now in practice are adding millions annually to the wealth of the nation through increasing yields of corn, wheat, oats and other staple crops, as well as in the line of horticultural products.

Preparing for a Crop of Kellogg Plants

NEXT in importance to quality in plants, are soil conditions that perfectly will meet and supply the needs of the plants. The highest bred animals and the most perfect plants will develop reversionary tendencies and retrograde to original types unless conditions favorable to their maintenance of high standards are provided. Therefore, starting with the strongest and most vigorous plants it is possible to produce for their foundation, the plants grown on this farm are encouraged to do their very best—to excel their progenitors, if that be possible. The first step in this direction is soil preparation, and this goes forward as fast as the land is cleared of plants. The land is plowed, then it is harrowed over and over again. Then it is disked until it becomes thoroughly mixed, after which it is rolled until it is as smooth as a floor. Now the soil (from June 15 to August 1) is ready for the sowing of the leguminous crop which it has been decided to grow—winter (or hairy) vetch, cow peas

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BREEDING BED ON THE KELLOGG FARM AT THREE RIVERS

ONE of the views of the Kellogg home farm that never fails to evoke the pleasure and surprise of visitors is that afforded by the long rows of beautiful plants that stretch away in the distance, and which are shown in the above scene. As a piece of cultural work it scarcely may be excelled, and it affords unquestioned evidence of the superior quality of the Kellogg plants.

or soy beans, as the case may be. The weed-er is brought into use as soon as the legume shows its head, and the great field is kept free and clean of weeds.

Loading the Soil with Plant Food

THUS the vetch is encouraged to develop an immense root system, every root being heavily laden with nitrogen nodules, full to bursting with this essential element, and the mass of fibrous foliage insures a soil loaded with humus, rendering the soil friable and spongy, and capable of absorbing and retaining great quantities of moisture even in dry seasons. Then, some time in the month of October, never later than November, we turn under the leguminous crop. Later on we distribute barnyard manure at the rate of from fifteen to eighteen tons to the acre, and this in turn is plowed under in the spring. Again the soil is harrowed and re-harrowed until thoroughly pulverized, when it is rolled. Then the setting gang begins the work of putting out the plants for the next year's crop. About every five years we scatter two tons to the acre of finely pulverized raw rock phosphate over the field of legumes before the latter are plowed under. Thus do we maintain perfect soil conditions in order that Kellogg's Thoroughbred plants shall be the best that soil and sunshine and labor may produce. But perfect as this work has been, we now plan even greater perfection. Having increased the area devoted to plants so that the farm now is divid-

ed into three approximately equal parts, we began in 1913 the preparation of the soil for the 1915 crop, and this treatment will be repeated in 1914. In a word, we shall practically maintain virgin soil in which to grow our plants.

Cultivating Strawberry Plants

THE third in the trinity of elements that make for success in horticulture is cultivation. Good plants, good soil, perfect cultivation—these three are essential, and without them there can be no satisfactory results, while with them failure is almost impossible. On the Kellogg farm cultivation never ceases, except when rainy weather intervenes, from the day the plants are set in the spring until Jack Frost makes it necessary to "lay by" and the plants are tucked away for the long winter night under their blanket of straw. A large number of horses are employed in cultivating the plants, and from twenty to thirty men, composing the hoeing gang, make their endless rounds from spring until late fall, seeing to it that each plant receives proper care, pinching off all blossoms as they appear (which increases the strength of the plant), and making it impossible for grass and weeds to get a start. One season we carefully computed the distances traversed by the cultivators during their thirty tours over the fields with their long rows of plants, and the figures revealed the fact that the total distance covered amounted to 17,520 miles. This is equal to

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KELLOGG PLANTS AMONG THE FIRS OF WASHINGTON

SOMETIMES we are asked if virgin soil is good for strawberries. Here is a field of Kellogg plants, the soil of which was only a short time ago part of the forest primeval. One will scarcely find greater thrift and vitality in the most perfectly cultivated soils than that exhibited in this extraordinary illustration. The height of the giant firs may be judged by comparison with the little girl in white who occupies the center of the scene. We are indebted to S. S. Barker, Cashmere, Wash., for this view.

five trips from New York to San Francisco, with more than a thousand miles to the credit of the sixth trip. This constant cultivation is our insurance against drought. During the hottest and driest season ever known in this country, 1913, when scarcely a drop of rain fell at Three Rivers for periods of time stretching out to more than four weeks, there never was a day when the roots of our plants were not feeding from moist soil, and continuous growth was maintained under conditions that, had cultivation been permitted to cease, would have resulted in the destruction of the plants.

Dealing with Insects and Plant Diseases

WITH the advance of horticulture insect enemies and plant diseases have multiplied. Fortunately, the strawberry is a hardy plant, and comparatively few enemies attack it. On the Kellogg farms the theory that "prevention is better than cure" always has prevailed. We anticipate the enemy by "getting there" first. Before blight or mildew or rust show the signs of their presence, our fields of plants have been showered with lime-sulphur solution. And arsenate of lead almost continuously whitens the leaves of the plants each season to discourage possible visitations of undesirable insects. The crown miner and the crown borer and other injurious insects are strangers to the place, for

these pests are encouraged only where spraying is neglected or old fields are permitted to become the breeding places of plant enemies. It requires more than 20,000 gallons of liquid spray to cover our fields in an average season. Nothing is left undone that tends to promote the purity, healthfulness and vigor of our plants, and in offering them to the public we do so with the full assurance that they are the best plants in every respect and are possessed of the highest fruiting powers of any strawberry plants to be had anywhere in the world. In confirmation of any statement we make on this point are the gracious letters that come to us from all parts of the world from customers who are kind enough to say that their own personal experiences with our plants have been all and more than we have claimed for them.

Our 1914 Crop of Plants

STRAWBERRY growers in nearly every section of the United States realize from their own personal experience that the season of 1913 was the most disastrous season ever experienced, owing to the severity of the drought and length of time it continued without a single break. Whole plantations of thrifty strawberry plants were absolutely destroyed because of lack of water and the intensity of the sun's rays. Letters

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MABEL PLETCHER AND HER STRAWBERRY FIELD

WE always have advocated the importance of interesting children in the work of strawberry growing. What may be achieved along this line is suggested by the extraordinary success of Mabel Fletcher, who is shown in the foreground of this very fine picture. Mabel has made a very thorough study of the strawberry and has succeeded in growing some wonderful crops from the home plot at Joliet, Ill. So great has been her success that her father has purchased ten acres in the suburbs of the home city so that she may develop her specialty to her heart's content, not mentioning the large profits sure to be hers.

from our customers report that for twelve weeks no rain fell and many others report that the drouth continued unbroken for periods of from four to ten weeks. One Wisconsin nurseryman advises that 60 per cent of all the plants in that state were lost because of the drouth. One Michigan nurseryman advises us that his stand of strawberry plants will not equal 10 per cent of a normal crop.

In our own case only the continued employment in the fields of a large gang of men constantly stirring the soil and keeping the fields covered with a perfect mulch of dust made it possible for us to save our own plants. And while the plants that are grown are ideal in every way—large, strong and thrifty—every grower of experience will readily understand that under such fearful conditions the number of runner plants made is only a small fraction of the number that under normal conditions would have been made. Therefore, while the Kellogg plants to be supplied to our customers this season will be fine in every way, we have a greatly diminished crop, as we have indicated, and are compelled by the situation thus created to advance prices very considerably over those which obtained in 1913.

This is a matter of sincere regret to us,

for it is our purpose and practice to supply our plants at the lowest prices consistent with the expenditures made in the preceding year. We are carrying out this rule at this time, as the crop we have grown this year will be unusually expensive for the reasons indicated above. However, we are confident that our customers will fully appreciate the situation.

Under these circumstances, therefore, and with a limited crop, as we have said, we need scarcely urge the importance of placing orders early. We call your attention to this matter here so that you may not be disappointed in failing to secure plants of your choice. Another point to be considered is the fact that with the strawberry fields of the country reduced, as we have indicated, there will be a great shortage of fruit for the next two years, and those who set out generous fields this spring may be sure of a ready market for all the strawberries they can produce. Get your order in early, set out the plants as early as possible in order to secure the full benefit of the early spring rains, and you may be entirely confident of success, both by way of producing large quantities of fruit and in selling the berries at prices that will make your enterprise the most profitable feature of your place.

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SCENE ON THE R. M. KELLOGG STRAWBERRY PLANT RANCH AT TWIN FALLS, IDAHO

HERE is where we grow the plants for the great irrigating districts of the Inter-Mountain States. The same cultural care and attention to detail is observed at Twin Falls as that which has made our farms at Three Rivers famous the world over. The steady increase in demand for these plants is the best evidence to be had of our customers' complete satisfaction with them.

To Pacific Coast and Inter-Mountain State Patrons

THE steadily advancing interest of our friends in the far-western sections of the United States and Canada in the work we are doing at our branch farms at Twin Falls, Idaho, and Canby, Oregon, was shown in 1913 by the great increase in orders to be filled from these farms. And we are especially gratified by the number and character of letters received, indicating how great was the appreciation of our customers of the high quality of plants supplied and the notable results secured from them. One typical instance was the sale to one customer of 400,000 plants grown at Canby, and we are glad to say that the plants were of such high quality as to induce this purchaser immediately to close a contract for 400,000 more plants for 1913-14 delivery, which was accompanied by the statement that he expected to take as many as one million of our plants during the coming season. Nor were the calls for Western plants confined to the districts in which these plants are grown, but from Georgia, Texas, Florida and Alabama came orders for fall delivery from the Oregon farm.

Our plants for 1914 at both Canby and Twin Falls are extra-fine, and we confidently expect to be in position to supply all of our customers in those great sections with the choicest plants possible to produce.

Here is a typical letter which indicates the satisfaction of our Southern customers who ordered and received Oregon-grown plants last season.

Our Oregon Plants in the South

Crystal Springs, Fla., Jan. 9, 1912. "My Excelsior and Klondike plants grown at Canby, Oregon, arrived last night all O. K. They are as fine-rooted plants as I ever have seen—equal to those I bought of you some years ago, when in Oklahoma."

N. R. WHITE.

Good Words From California

Last season we began shipping plants from our Canby farm in the fall of 1912. M. Arakawa of Los Angeles, purchased 127,000 plants for setting in December and January. The first installment of these plants, numbering 42,500, reached Mr.

Arakawa December 20, 1912. December 21 he wrote us as follows:

"I have received the first shipment of strawberry plants and have just completed inspecting them. They are perfectly fine plants, and I declare that they are the best plants ever shipped to the growers of Southern California during my experience of five years. I never before have seen such glorious plants; they are simply superb."

From other California customers come the following cheerful letters:

Orange, Cal., March 17, 1913. "The strawberry plants from the Oregon station arrived in fine shape. I consider them the finest plants I ever saw from any company selling plants in large quantities. Many thanks also for the courteous and invaluable information pertaining to strawberry culture."

H. P. CARPENTER.

Bakersfield, Calif., March 20, 1913. "I received plants from Canby. They came in first-class order and are fine! All are planted out and irrigated and are doing well."

S. W. MILLARD.

Sonoma, Calif., Feb. 27, 1913. "The strawberry plants arrived from Canby in good condition. Am pleased with size and quality of the plants and regret very much that I did not know of your house earlier, as I got 5,000 plants from another nursery—I certainly bought some 'limes.' It is no exaggeration to say that not 200 of them were as large as the average size of your plants, and I paid more per thousand for them!"

T. S. WATTS.

Washington Customers Delighted

From a Washington customer comes this gratifying account of his experience with the Canby plants (see illustration on Page 5):

Cashmere, Wash., June 1, 1913. "Last year I obtained 10,000 strawberry plants from you, and now that I see the splendid crop I shall get from them I feel that I ought to be grateful enough to thank you for the prompt way in which you shipped the plants to me. Yours arrived within two days after I mailed you the letter ordering you to ship. I ordered 1,000 from a seed company, and they took three weeks to fill the order, and when they came nearly half were worthless. Out of your 10,000 plants only seventeen failed to grow! How is that for a record, when a man is rushed and planting about a thousand a day?"

SYDNEY S. BARKER.

Mrs. Jennie F. Brock of North Yakima, Wash., wrote us under date of May 9, 1913:

"Your strawberry plants from Oregon arrived safely, and I am more than satisfied with the entire lot. The plants were

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THE POSSIBILITIES OF THE SMALL STRAWBERRY PATCH

HERE we have an illustration of what may be done in the way of growing strawberries successfully in a small way. Albert E. Langille of Worcester, Mass., certainly has made an extraordinary success of his plot. Please note how neatly he has staked the several varieties—Early Ozark, Fendall, Helen Davis and Pride of Michigan. He purchased 100 Kellogg plants in 1912, but although he had floods and drouth to lessen the crop, he writes us that he picked 192 quarts of fruit from the patch.

in full bloom, as the season was very late. I followed your directions, carefully trimming tops and roots, and I do not believe I shall lose one of these plants. They started growing as soon as the little root tendrils touched the earth. I set every one of the plants myself. The ever-bearing plants from Michigan we set out at once, and they have started growing. They look as bright and happy as if they never had been disturbed."

Oregonian Pleased With Home-Grown Plants

LaGrande, Ore., April 19, 1913. "Received plants from Canby all O. K. All were in fine condition, and I am very well pleased."

CHARLES OCHS.

Concerning the Idaho Branch Plants

EQUALLY cheerful are the customers who bought plants from our branch farm located at Twin Falls, Idaho. Here we grow strawberry plants under the same ideal conditions that obtain on our other farms, and from mother plants originally supplied from the home farm at Three Rivers. We can find space here for only a few of the letters received, but they express just the sort of pleasure and confidence in our plants that make us very sure the writers are to go forward to big success as strawberry growers:

Colorado Customers Content

Littleton, Colo., May 28, 1913. "The Jocunda plants were received on the 22nd instant, and the shipment from your farm was the best of three shipments made us this spring. The next time we are in the market for plants you will get the order."

L. C. LAW.

Denver, Colo., May 10, 1913. "The plants from Twin Falls arrived May 3, and were set out the same day. They seem to be doing very well."

J. A. HAIGH.

Idahoans are Enthusiastic

Conant, Idaho, May 22, 1913. "I have just received my plants in the very best possible shape. Many thanks. Everyone who sees them expresses the opinion that they are the finest plants he ever saw, and it certainly is true."

R. S. RICE.

Tensed, Idaho, July 26, 1913. "I have had what seems to me such an exceptionally large yield from the 300 plants shipped from your Twin Falls branch a year ago last spring, that I thought you would be interested in hearing about it. We bought from you 200 plants of the Wm. Belt and 100 Glen Mary plants. We purchased from another firm at the same time 100 plants each of Dunlap and Aroma. The Aroma plants which came from another nursery than yours arrived in such poor condition and had such a poor root system that

about half of them died soon after setting, so we had a total of about 450 plants to start with. This month we have picked more than 500 quarts from this small patch, three-fourths of which were produced from your Belts and Glen Marys. We have sold about \$25 worth of berries, eating from four to five quarts per day on our own table, and have canned or preserved several crates. We still have a good many berries on the vines, and the output of this patch will probably be nearly 600 quarts. I am an experienced grower of strawberries, and shall certainly order Kellogg plants in the future."

F. D. CROWELL.

Montana Prefers Kellogg Plants

Florence, Mont., Nov. 12, 1912. "The 32,000 plants we purchased from you arrived in splendid shape, and have made a magnificent growth. I would rather pay what you ask for plants than to get common plants for nothing."

WM. J. GALL.

Pleasant Valley, Mont., June 20, 1913. "The plants arrived in good condition, and all but two or three are looking fine. I thank you very much for care and attention paid to my order. I have at last found a desirable place to get strawberry plants."

MRS. A. D. STILLMAN.

Missoula, Mont., August 7, 1913. "The strawberry plants received from your Twin Falls farm are the finest I have ever seen."

MRS. G. A. SNOOK.

Thoroughbreds Popular in New Mexico

Porvenir, N. Mex., May 10, 1913. "The strawberry plants arrived from Twin Falls last Tuesday, and were set out the next morning. The box they were shipped in was broken in transit, and at first I thought the plants were in too poor condition to grow. However, the plants are now in excellent condition and practically every one of them is making good growth. I am a pioneer in strawberries here, as I have the only plants within twenty miles. Your plants are five times as good as I could raise."

HARRISON D. BURRALL.

Kellogg's Beat All Other Plants in Washington

Granite Falls, Wash., May 7, 1913. "It has been some time since I received the shipment of plants made from your Twin Falls farm, but I have been too busy most of the time to get my breath. Beg pardon for not thanking you before. The plants are doing finely and can truly say I do not think anyone can beat your plants."

E. F. GRANGER.

Ferndale, Wash., April 17, 1913. "Received plants all O. K. They were in fine shape and were all green and fresh as if they had been taken up the day before. I am well pleased with them."

D. B. HOLEMANN.

Wyoming Report Brief But Satisfactory

Sheridan, Wyo., May 28, 1913. "I received the strawberry plants from Twin Falls in due time. They are all right, and are very nice plants."

MRS. HATTIE ROBERTS.

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

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MORE THAN 2,000 BOXES FROM 500 KELLOGG PLANTS

WRITING under date of June 17, 1913, and enclosing the photograph of the above scene, Mrs. Harvey Ramsey, of Huntsville, Mo., says: "April 17, 1912, we received from you 500 plants composed of Senator Dunlap, Buster, Longfellow, Brandywine, Sample, Marshall and some others. We have already picked 2,000 boxes from this patch, and are still picking." This plain statement of facts excels any claims we make in our book for our plants. No wonder everybody in the patch looks happy.

Great Crops of Strawberries and How to Grow Them

AT the very outset, let it be understood that the strawberry is one of the most easily grown of all the fruits; really it is no more difficult to succeed with strawberries than it is with onions, potatoes or corn. Another thing we wish to impress is the fact that the strawberry may be grown in almost any system the individual grower may elect, so long as the system adopted is faithfully followed. And still another point, the strawberry successfully is grown in all soils and under practically all conditions of climate, excepting only the equatorial and polar regions. We make this statement so broad that there can be no possible excuse for further questioning on this point. The strawberry, in one word, is as universally successful as are any of the commonest products of the vegetable kingdom. More than all that, beginners in gardening and fruit growing write us that they have had better success with our strawberry plants than they have had with ordinary vegetables. Good plants, good soil, thorough cultivation—these form the trinity which insures complete and satisfactory results in the strawberry world, and where they are supplied success is certain.

Feeding the Strawberries

REGARDING the first named member of this trinity—good plants—we are sure that no one can read this book and understand the methods under which Kellogg Thoroughbred Pedigree plants are grown but will at once recognize their superiority, and therefore we need say nothing more here as to the source of the plant supply. All growers may feel perfectly safe in

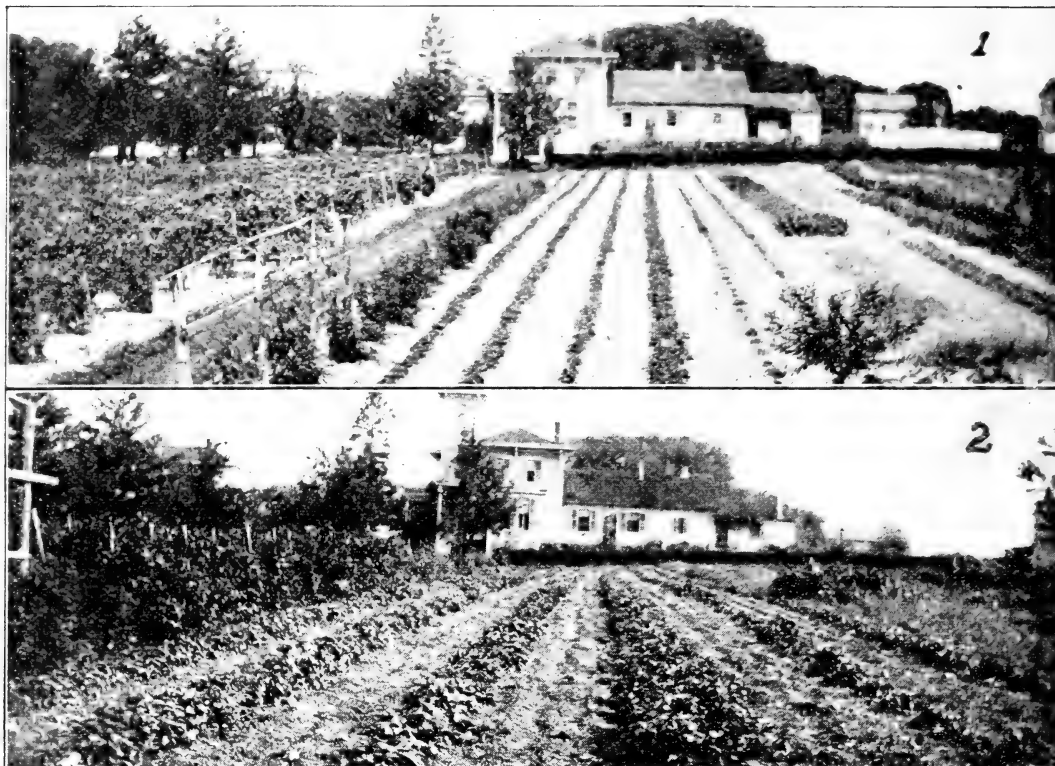
ordering Kellogg plants with the complete assurance that they are the best plants to be had anywhere in the world. Therefore, we shall consider here the question of the soil, or, to put it in another way, the feeding of the plants. Now, it doesn't make very much difference what sort of a vessel one uses for food, and we shall more clearly understand the situation regarding various kinds of soil if we comprehend at the beginning that the soil is a dish containing plant food, and if this plant food is in the soil in the proper proportions, then the plants will be amply nourished and will develop large root and crown systems, which in turn will produce big crops of big red berries. To put the case in still another way, the soil simply is a medium through which the plants that are set therein receive their food.

Supplying a Balanced Ration

THERE are three principal plant-food elements essential to any and all forms of vegetable life. These are nitrogen, potassium and phosphorus. There are several other elements, but, as a rule, they are found in sufficient quantities in nearly all soils, and it is only very rarely that they need be considered in this relation. As a rule, these three principal plant-food elements should be contained in the soil intended for the growing of strawberries in approximately the following proportions: Nitrogen 3%, Potassium 9%, Phosphorus 7%. Wherever there is a deficiency in any one of these elements it should be supplied if the desired results are to be secured and thrifty plants and well-filled-out berries are to be the lot of the grower. No other feature of the work will insure greater success

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SCENES ILLUSTRATING THE RAPID AND VIGOROUS DEVELOPMENT OF KELLOGG THOROUGHBREDS

TWO views of the country estate of Mrs. Edith Lockwood, Put-in-Bay, Ohio. Scene No. 1 shows Kellogg plants three weeks after setting. Scene No. 2 is the same plot photographed six weeks later. Mrs. Lockwood writes us under date of May 18, 1913: "I am immensely proud of my Kellogg strawberries, and they certainly are a picture just now. It may interest you to know that the State has taken six acres of our country home for the Perry Memorial. They have cut down all our fine trees and a monument is going up within a few hundred feet of us. We shall have that on one side of us and the Kellogg strawberries on the other. Of the two I prefer the Kellogg monument to the mile-high Perry one." Certainly, the plants are beauties.

than the maintenance in the soil of ample quantities of plant food—in one word, a well-balanced ration.

Barnyard Manure and Green Manure

AS a general rule barnyard manure, especially that from the horse stable, will keep up the plant-food supply in a soil that is fairly balanced at the outset, but it is quite important that crop rotation be practiced, and we advise our patrons to grow some leguminous crop such as winter vetch (also known as sandy vetch, or hairy vetch), or soy beans, cow peas or clover, and plow this under. This is an ideal form of green manure. The leguminous crop not only will supply large quantities of humus to the soil, but nitrogen as well, and such a rotation will insure the purifying and renewing of the soil, and will put it into ideal condition for another setting of strawberry plants. After plowing under this leguminous crop, scatter evenly over its surface 400 pounds of acid phosphate to the acre. The "dish" then will be well filled.

Some Other Valuable Fertilizers

IN giving precedence to the fertilizer supplied by the horse stable we would not exclude other forms of animal fertilizer from the strawberry field. The cow stable, the hog pen, and the

chicken coop—all may be drawn upon for supplies of fertility, and each and all will add greatly to the upbuilding of the soil. Caution must be observed, however, in employing chicken droppings, for they are very strong and very heating. We not only advise their moderate use, but especially urge that they be diluted before applying to the soil where strawberries are to be grown. Mix them in the ratio of two parts of dry earth or dust to one part chicken droppings, scatter them thinly over the ground and plow them under deeply, just as would be done in the case of barnyard fertilizer.

Concerning Commercial Fertilizers

AS to so-called commercial fertilizers, it is apparent that the methods we advocate above are by far the most economical for securing plant food. But wherever the grower finds it impossible to grow green manure, such as legumes as above suggested, or to secure barnyard or other forms of animal fertilizer, then we advise commercial fertilizers, and these should be purchased direct from reliable houses in an unmixed state, the mixing to be done by the purchaser. As phosphorous and potassium disintegrate slowly, they should be applied, if possible, ten days to two weeks before plants are set and thoroughly mixed with the soil. But, as nitrogen becomes

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✓ TYPICAL SPECIMENS OF THE FENDALL STRAWBERRY

FENDALL continues to win new conquests, and the beautiful berries shown herewith perhaps is a sufficient explanation of that fact. Fendall has a wonderful record of more than 16,000 quarts to the acre, and there are few sections of the country where it has not been tried out to the satisfaction of growers. Originated near Baltimore some six years ago, it has attained almost universal fame. So far as we know, there is no section of the country in which it is not grown with complete success.

quickly available as plant food, it should be applied just before plants are set, always, of course, thoroughly mixing it into the soil. For nitrogen, use 100 pounds of nitrate of soda, or 75 pounds sulphate of ammonia; for potassium, use 90 pounds sulphate of potash; for phosphorus, use 400 pounds acid phosphate, or 400 pounds of dissolved bone. In all cases the quantity named is intended for one acre.

Mechanical Treatment of the Soil

WITH the soil filled with the necessary chemical constituents, let us consider briefly the mechanical treatment of the soils if we would have large success in our work. Broadly speaking, there are three kinds of soil—those in which clay predominates, those having a sandy nature, and the so-called black soil, so common in the prairie countries. All of these soils should be plowed and harrowed and re-harrowed until they are in the finest possible tilth. But, whereas sandy soils should be rolled and rolled again before the plants are set, the clay soil is so compact by nature that not only does it not require compacting, but it would, indeed, be harmful to roll it. To do so would result in excluding all air from the roots, and some air is necessary. In the case of heavy clay soil we need to pulverize it thoroughly before the plants are set and stir it frequently while the plants are growing, in order that the process of decay may be normally maintained. In the case of the sandy soils, as we

have said, rolling is necessary in order that too much air may not reach the roots of the plants. Sandy soil tends to excessive aeration, and this is not good for the plants, hence the need of thorough rolling before setting. In the case of black soils the individual grower will roll or refrain from rolling as the nature of his particular soil may indicate.

Heeling in the Plants

THERE is a direct relationship between the quality of plants one buys and the quality of fruit the grower will have to offer his trade. We assume at the outset that you have purchased the best plants possible to secure. Naturally, then, you intend to take the best possible care of them. If you are not prepared to set the plants upon their arrival, you should immediately open up the crates, take out the plants and heel them in. That is, dig a V-shaped trench in shaded ground, making it sufficiently deep to take in the roots without curling them up. Loosen the raffia cord that binds the bunches and set the plants in the trench. Draw the soft, moist earth up around the crowns and wet the plants liberally. If they are warm when opened, the unnatural heat will slowly be drawn out and the plants will be all the better for having been heeled in. Do not fail to act promptly. Neglect for an hour may be fatal under some conditions. Consideration always should be given to the season and weather conditions as to the length of time they are per-

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SOME KELLOGG THOROUGHBREDS IN THE HOOSIER STATE

THE above scene is in the strawberry field of E. S. Upson, of Pierceton, Ind. The plants show fine thrift, and all growers should note the careful mulching which insures clean berries. Mr. Upson writes us that he had a very large crop of fine berries from this field. This is the invariable result when good plants are set in good soil and receive proper care.

mitted to remain in the trench. In the early spring, when the air is cool and moisture abundant, it may be safe to leave them in the trench for days, and sometimes for weeks. But later on, when suns are hot and atmosphere is dry, they should be left in the trench only long enough to cool thoroughly.

Pruning the Plants

SOME of our customers instruct us to prune the plants before shipping. Others are averse to having the plants pruned. The great advantage of pruning is that the cutting off of the original roots of the plants causes the roots to callous and develop myriad feeding roots, so that the plants will grow much faster and more vigorously after setting than when left unpruned. We have therefore adopted the rule that pruning will not be done except where it is asked for. The pruning of the plants is done so quickly that it makes very little difference to the grower whether he does it himself or it is done in our packing house. If you wish to prune your own plants, simply take a strong pair of shears and before untying the bunch of plants clip off about one-fourth of the roots. The roots of a thousand plants will be pruned in a few minutes of time. We advocate the pruning of the foliage as well, cutting off nearly all of the foliage, leaving from one to three leaves, depending upon the particular plant as to how this may be done.

Setting Out the Plants

THIS is not a job that need worry anybody, and to one who ever has set plants of any kind, it will prove a simple task. Some folks use spades, but they are cumbersome and heavy to handle. We believe that the Kellogg dibble is the best implement ever devised for setting

plants. Some of our setters set out as many as 2,500 plants a day, with a dibble, and several of them think nothing of putting out 2,000. Sink the dibble in the soil deeply enough to take in the roots of the plants, press it from you and set the plants just as though you were setting a cabbage or tomato plant, press the dibble toward you which will close up the aperture, press the soil about the crowns of the plants, and the work is done. In setting plants carry them in a hooded basket, so that the sun's rays may not dry out the roots. We receive a great many inquiries relative to the use of water when setting the plants. Whether or not water is to be used depends upon the condition of the soil. If the soil is thoroughly moist at the time of setting, no water will be necessary. If, however, the soil is dry, it would be a good plan to pour some water about the plant after it is set.

Removing Blossoms and Surplus Runners

VERY soon after plants are set, if soil and weather conditions are propitious, the young plants will start into vigorous growth, and almost before one can realize it runners will begin to form and buds and blossoms will begin to develop. No blossoms should be permitted to develop into fruit the season in which the plants are set, and one of the important things to do in order to insure big crops of fine fruit in the succeeding years is to keep all blossoms pinched off the plants the first season of their growth. Where the blossoms are kept off closely, the task of removing them will not be very great. Surplus runners also should be removed. By surplus runners we mean those runners that develop in excess of the number required for the system to be followed. For instance, if you decide to grow your plants by the single-hedge row, only two runner plants will be permitted to grow from

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SCENE IN AN ILLINOIS FIELD OF KELLOGG THOROUGHbred PLANTS

THE illustration above shows a portion of the large strawberry field of M. M. Scates, of El Paso, Ill. This is right in the heart of the great corn belt, and those who have any doubt that strawberries do well in the rich black prairie soil of that wonderful region, will have these doubts dissipated if they will especially note the thrift of these magnificent rows of plants. The view shows, also that old and young alike enjoy working among the strawberries—a universal interest is created by them.

each plant; if the double-hedge row is to be your system, then four runners will be permitted to grow, and if the hill system be adopted, no runners whatever will be allowed to develop. Remember, that the fewer the runner plants the more vigorous the mother plant will be. It is quite important, however, that the runner plants which are to form the system adopted should be encouraged to develop rapidly. Therefore, if a little soil is placed just back of the node, or bud, on the runner cord, it will relieve the mother plant and will hasten the time when the new plants will become entirely independent. A matter that seems difficult for the uninitiated to comprehend is the treatment of the runner cord which connects the runner plants with the mother plant. Nature herself will take care of this matter, as the runner cord will dry up as soon as its work of supplying sustenance to the young plant is finished.

Why We Favor the Hill System

YEARS of experience and observation have taught us that the best system to follow, if one wishes to produce high-priced berries, is the hill system. The hill system encourages the development of very large root and crown systems, and these in turn produce great quantities of fancy fruit. Under the hill system rows may be made thirty inches apart and plants set fifteen inches apart in the rows. Where these distances are observed it requires 14,000 plants for a single acre. The only objection we know to the hill system is the large number of plants required. But when results are counted up and compared, it invariably will be found that the grower who has followed the hill system not only will have paid many times for the extra number of plants required, but his profits will be many times over those made under any other system followed. Another advantage of the hill system is that

there is no other which requires so little hoeing, as relates to the whole matter of cultivation, as does the hill system. By this we mean to say that the horse cultivator performs a larger percentage of the cultivation of the field where the hill system is followed than it does in any other system ever devised.

Hedge-Row Systems

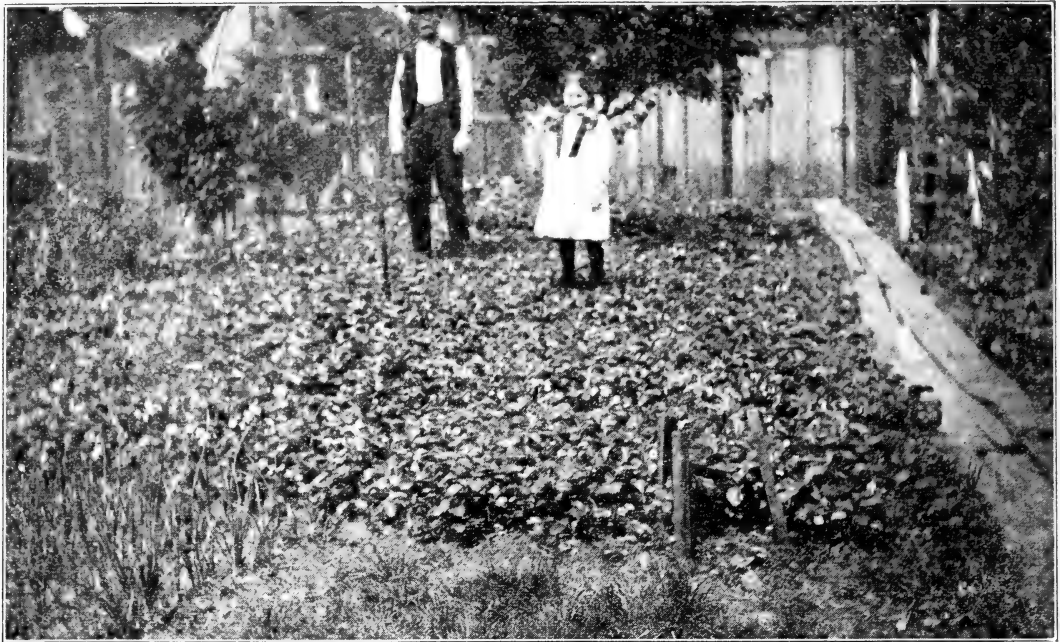
STILL, a great many growers prefer to cultivate their plants either by the single-hedge row or the double-hedge row. Next to the hill system we favor the single-hedge row, as the amount of hoeing required is only a little more than that required in the case of the hill system; and this is a very important consideration. It is our observation, also, that the single-hedge row will produce, next to the hill system, the largest quantity of fancy fruit to a given area. As a rule, growers following the single-hedge row system make their rows three feet apart and set the plants two feet apart in the rows. Where this is done 7,250 plants are required for an acre. The same number of plants will be required for the double-hedge row, and the only difference is that four runners are permitted to mature, and these are layered X fashion, the mother plant forming the center of the X.

The Matted-Row System

IN some portions of the country growers still follow what is known as the matted-row system. As we have said above, the fewer the runner plants the more vigorous will be the individual mother plant. In face of this important fact, some commercial growers persist in allowing a practically unlimited number of runner plants to develop from each mother plant. It is these growers that send to market fruit that tends to lower the price of all berries placed on the mar-

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GROWING A CROP OF KELLOGG STRAWBERRIES IN A BACK YARD

THE pleasure and profit that one who grows strawberries on a small scale may enjoy is very great, indeed, even though only a few square feet are available for the purpose. This beautiful scene represents the back lot of J. H. McDermott of Peoria, Ill., and the quantities of fruit he gathers from this little plot are, indeed, quite wonderful. Why not try it out on your own account?

ket, for it is impossible to produce high quality fruit where the matted-row system is followed. In the first place, too much of the strength of the mother plant goes to the production of runner plants. In the next place, ample sunshine and air are not permitted to reach the plants when they are thus crowded for space. Again, the fertility of the soil must be very great, indeed, to develop and sustain the number of plants grown under this system. No one should grow strawberries by the matted-row system save when his product is intended for a canning factory.

Proper Mating of Plants

IN selecting your plants a point of great importance is proper mating. There is nothing more disappointing to the strawberry grower than to find, after his plants are set out, that he has a lot of pistillates which will yield no fruit because they are not mated with powerful bisexuals. Patrons of the Kellogg Company will have no occasion to complain on that score, for when an order comes to us it is our rule very carefully to scan it to discover whether the varieties ordered are so arranged as to insure full crops of well-matured fruit. In the column opposite we show how each pistillate plant may be mated. It will be seen that there is a large number of bisexuals available for pistillates of all seasons, so that in all cases, where pistillates are ordered, even a novice in strawberry growing may select proper mates for every pistillate ordered. Let us say that it always is well to place pistillate varieties between flanking rows of bisexuals. The grower may place one row of pistillates between bisexuals, or two rows, or

three rows, as pollen will fly from the bisexuals and fertilize the pistils of the female (pistillate) plants when there are as many as three rows of pistillates between two rows of bisexuals.

BISEXUALS

Excelsior
August Luther
Early Ozark
Michel's Early
Climax
Texas
Longfellow
Heritage
Lovett
Bederwood
Tennessee
Wolverton
Staples
Jesse

PISTILLATES of the Earlier Varieties

Virginia
Crescent
Warfield
Haverland
Highland
Downing's Bride

BISEXUALS

Senator Dunlap
Wm. Belt
Splendid
Clyde
Klondike
Nick Ohmer
New York
Lady Thompson
Parson's Beauty
Jocunda
Sharpless
Ohio Boy
King Edward
Missionary

BISEXUALS

Helen Davis
Senator Dunlap
Wm. Belt
Parson's Beauty
Clyde
King Edward
Pearl
New York

PISTILLATES of the Later Varieties *

Buster
Enormous
Bubach
Sample
Fendall
Cardinal
Kellogg's Prize

BISEXUALS

Aroma
Pride of Michigan
Brandywine
Marshall
Chesapeake
Steven's L. Champ.
Dornan
Commonwealth

It will be observed that the outside columns are bisexuals, and that pistillates occupy the center space. Now all of the pistillates among the earlier varieties will be perfectly mated when set with any one or more of the bisexuals appearing in the brackets on either side. And all of the later

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KELLOGG THOROUGHBREDS AS THEY GROW IN NEW YORK STATE

THIS scene represents a portion of the strawberry fields of Milo E. Fletcher of Norwood, N. Y. Accompanying this photograph was a letter in which Mr. Fletcher says: "About ten years ago, through your annual book, I sent an order for about 200 plants of the 'Thoroughbred Pedigrees.' The results from these plants from year to year have been something wonderful. Last season (1912) I had just one-sixteenth of an acre of your plants by actual measurement and from that plot we sold 850 quarts of strawberries at an average price of 12½¢ per quart." Mr. Fletcher in his letter says that this fine record was made notwithstanding unusually difficult weather conditions. It will be noted that this was at the rate of 13,600 quarts to the acre.

pistillates will be mated when set with any of the bisexuals shown in the brackets opposite them. Two of the most popular bisexual varieties—Glen Mary and Gandy—are not mentioned here, for the reason that both sometimes are deficient in their early bloom, and we therefore advise mating them as if they were pistillates. Any other mid-season bisexual will perfectly supply this deficiency in Gandy and Glen Mary.

Among the ever-bearing varieties Productive is a pistillate, and will be fertilized when set between rows of Americus, Progressive or Superb.

Cultivating the Plants

THE work of cultivating the plants should begin directly after the plants are set out. This should be repeated every week or ten days, if the weather remains clear, and very soon after a good rain—as soon as the soil will crumble when pressed in the hand—cultivation should follow, and a perfect dust mulch be maintained over the entire field. Where the strawberries are grown extensively the horse cultivator should be used the long way of the rows, and this should be followed by men with hoes who will stir the soil between the plants in the rows. Cultivation is the third element in the trinity to which we referred at the outset, and after good plants are set in good soil no other one thing is so important as continuous cultivation. The advantageous results of cultivation are many—it prevents the grass from forming on the soil's surface and, by retaining a dust mulch, conserves the moisture in the soil. It destroys all weed seeds while they are in the germinating stage. Vigorous and con-

tinuous growth is secured only when the digestive organs of the plants are in a perfectly healthy condition. To keep them in such a condition you must keep bacteria active, and to keep bacteria active we must supply them with an abundance of air, and aeration of the soil is obtained only through cultivation.

Cultivation in the Fruiting Season

DURING the past year we have received many inquiries as to the advisability of cultivating strawberries during the fruiting season. We believe that the time is not far distant when berry growers will cultivate their fruiting beds just as other crops are cultivated during the period of greatest development. The question that most frequently is raised at this point relates to the mulching which is placed between the rows for the fruit to ripen upon. But if the grower simply will rake the mulching from the spaces between the center of the rows and place it close up to the edges of the rows, it will be an easy matter for the cultivator to stir the soil in the center of the spaces, and this will encourage more and better fruit. The mulching directly along the rows will be so thick as to make it almost impossible for any kind of obnoxious growth to come up through it, and the running of the cultivators every week through the spaces between the rows will create a dust mulch and will prevent any weeds from growing there. We advise that cultivation of the fruiting bed begin as soon as danger of frost is over in the spring and continued every week until the plants begin to bloom. Then discontinue cultivation until after the blooming sea-

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KELLOGG THOROUGHBREDS AMONG THE HILLS AND VALLEYS OF THE EMPIRE STATE

SENATOR DUNLAP and Warfield plants are more popular today than ever before, and the splendid rows of these two varieties shown in this scene suggest the reason why. The scene represents a portion of the strawberry fields on the farm of H. A. Duncan at Smyrna, N. Y., and we need not say that Mr. Duncan is very proud of his success with these splendid plants.

son, after which cultivation may be resumed and practiced every week until the berries are ripe. Cultivation may be practiced even during the picking season. In our own experience we have found that under this method of cultivating the fruiting bed we have increased the yield of berries by fully 20 per cent.

Spraying the Plants

THE strawberry has comparatively few insect enemies and not many diseases to contend with. But it is important that these insect pests and fungous diseases should be promptly dealt with when necessity requires. As a matter of prevention on our own farms we spray, as we have said in another place in this book, very frequently. In the case of the strawberry grower we do not advise spraying until there are indications of attack. However, we advise all strawberry growers to keep careful watch of their fields or plots and at the first indication of the presence of insects, or of any form of disease, to begin spraying. Therefore, strawberry growers should always be equipped with a sprayer that will meet their particular necessities and to have in hand the proper spraying materials.

Two Effective Remedies

IN our own experience we have found that for leaf-eating insects arsenate of lead, and for fungous diseases lime-sulphur solution, are the most effective remedies, and as it is a very simple matter to handle them we recommend their use to our patrons. Arsenate of lead may be purchased in small or large quantities in the form of a paste, and we use three pounds of this lead paste to fifty gallons of water. Put the lead into a three-gallon bucket, pour over it enough water merely to moisten, then pulverize the lead, adding water until the lead becomes a creamy paste. To this paste add fifty gallons of water and mix thoroughly. Be sure and keep this mixture well stirred while applying. As a rule, one spraying

of arsenate of lead will destroy any leaf-eating insect.

The Leaf Roller

IN the case of the leaf-roller, which may be described as a universal pest of the strawberry, arsenic should be added to the mixture of arsenate of lead as above described. In preparing the arsenic, take one pound of the poison, two pounds of sal soda and one gallon of water; boil until all are completely dissolved. When cool use $1\frac{1}{2}$ pounds of this solution, $2\frac{1}{2}$ pounds of arsenate of lead (the latter being prepared as described in the paragraph above), and two pounds of lump-lime, slaking the lime before using, of course. This combination is a very rank poison and must be handled with great care. As a rule, there are two broods of the leaf-roller each season in sections north of the Ohio River. The first hatches from June 1 to 10, the second brood in the latter part of July or early August. At the first sign of the rolling of the leaf get out your spraying material and see that every plant is thoroughly covered with the above mixture. Immediately after hatching it weaves a web in the leaf which folds the leaf together. No poison will affect the roller after the leaf is folded.

Some Other Insect Enemies

THE earliest insect to attack the strawberry plant is the saw-fly. Just why it should be called a fly we cannot say, for really it is a little gray worm that rolls up like a snail on the under side of the leaves, through which it eats, leaving many small holes. It does not remain long and seldom does serious injury. As in the case of other leaf-eating insects, arsenate of lead is the remedy for the saw-fly. The beetle, of which there are several families, are hard-shelled bugs, very small in size. The larvæ look like grubs. The beetles work upon the foliage while their larvæ feed upon the roots of the plants. Spraying with arsenate of lead will destroy the beetles,

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GROWING KELLOGG THOROUGHBREDS ON AN EXTENSIVE SCALE IN MICHIGAN

AT North Detroit, Mich., the Miller Bros. grow strawberries on a large scale, and the scene above shows only a small section of the seven-acre plot from which they supply the Detroit market with high-quality fruit. The large number of pickers required to handle each day's ripening is indicated in the above illustration. No trouble to sell berries grown under such care.

which will in turn dispose of their larvæ. But where these have been present on the vines during the fruiting season the vines should be burned over after the fruit is picked.

The White Grub

THIS is a very persistent enemy of the strawberry. Because it burrows deeply into the soil it is very difficult to reach. In fact, the only safe way is to free the soil from the grub before the plants are set. Late in the fall preceding the setting out of the plants plow the ground and bring the grub to the surface. If the weather is very cold when this is done, many of the grubs will be frozen. To add to the assurance of their extermination it will be well to turn in hogs, or poultry, or both, while the plowing is going forward. As the white grub is a delicious morsel to both poultry and hogs, they will be greedily devoured by the animals. After the plants are growing in the spring, if the white grub be found in the plot, the only thing to do is to dig down to the roots of any plant apparently affected by the grub, catch the grub and kill him.

The Aphis or Root Louse

THE presence of ants about the strawberry patch is an almost unfailing indication of the presence of the root louse, or aphis, which works upon the roots of the plants. The lice have no means of locomotion, but are carried on the backs of the ants from plant to plant. If the surface of the ground about the plants constantly is stirred, the ants soon will be driven out, and this will result in the destruction of the louse. A

simple preventive that keeps the root lice from attacking the plants is tobacco tea, which is made by boiling one pound of tobacco stems in five gallons of water for twenty minutes. Let this cool and then, just before the plants are set, dip the roots up to the crown. Tobacco is so offensive to the lice that they will never touch a root thus treated.

Fungous Diseases That Affect the Strawberry

SPRAYING the plants with lime-sulphur solution is now recognized as one of the most effective preventatives against all forms of fungous diseases. We advise our patrons to purchase the prepared lime-sulphur solution unless they are very extensive growers and require very large quantities of spraying materials. Two gallons of the prepared solution will thoroughly impregnate fifty gallons of water, and the standard preparations made by the reliable chemists are likely to be better than those made by a novice. Leaf spot, or rust, is a fungous growth which spreads by spores. The spot looks like iron rust with a white dot in the center. This rust, if permitted to spread, will do great injury, as the disease eats into the tissue of the leaf, greatly interfering with its growth. Another injurious disease is mildew or leaf-curl. Examine the leaf through a magnifying glass and you will note that a delicate web has been woven over the tissue of the affected leaf. This has a tendency to curl the leaf as though it were badly affected by drouth. No spraying should be done after fruit begins to form. Strawberries have a corrugated surface, and particles of the poisonous materials may ad-

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KEEPING DOWN THE WEEDS AND ENCOURAGING VIGOROUS GROWTH IN STRAWBERRY PLANTS

HERE we have cause and effect photographed in the same picture, for the result of the work of the hand-cultivator shown is clearly indicated in the appearance of the rows of plants. F. G. Hicks, of Morenci, Mich., is the man behind the cultivator, and he writes that the scene illustrates his field of plants that were set in April and photographed in September following.

here to the fruit, making it dangerous to health and life to apply the spray after this time. No one should take the serious risk thus involved.

Mulching the Strawberry Plants

IN northern latitudes strawberry plants carefully should be mulched after the first hard freeze in the autumn. The plants should be covered with straw or marsh hay or very coarse stable manure, which may be three or four inches deep between the rows of plants, while the plants themselves should be covered with not more than a half-inch in thickness of the mulching material. Plants that are thus mulched are protected from alternate freezing and thawing and consequent contracting and expanding of the soil. This expanding and contracting of the soil results in breaking off countless numbers of feeding roots, and these feeding roots are of highest importance to the plants and to the development of large crops of fruit. Not only does the mulching protect the plants and keep them strong, but it also helps to retain the moisture in the soil during the hot summer days when the plants need all the moisture they can get. It also furnishes a clean place for the berries to ripen upon and prevents the fruit from becoming covered with sand and grit.

Removing Mulching in the Spring

WITH the opening of spring the mulching should be parted from directly over the rows of plants. This is done by taking the tines of a fork and working them backward and forward across each row. Some growers make the mistake of raking the mulching off too clean from over the plants, leaving bare ground directly in the row. When this is done an important feature of mulching is lost, as it leaves the ground bare just where the berries are to lie and ripen. Thus when it rains hard it will beat the sand over the fruit and the berries become dirty and gritty. But by taking the fork, as we suggest, and merely removing the coarser part of the mulching, leaving the chaff and finer parti-

cles to work down upon the plants, there will be plenty of mulching material left in the row for the berries to ripen upon, while you also will have removed enough of the mulching to prevent the plants from bleaching or becoming weakened. To prevent the blowing away of the mulching materials throw some soil over the straw across the ends of the rows of plants and take a common breaking plow and go all around the field throwing soil on the edges of the straw.

Preparing for a Second Crop

AFTER the first crop of fruit has been gathered it is our practice to mow off the foliage, loosening the mulching and, wherever it is very thick, scatter it out thinly, and when dry set fire to the patch and burn the entire field over. As we have done this so many times and with complete success, we have not the slightest hesitation in following this practice each season. But if you have any hesitation about burning the plants over, fearing that the roots might become injured, then we advise you to omit the burning over of the plot or field. We make this very clear, as we would not assume any responsibility in this matter, notwithstanding the fact that our own experience has been successful in every case. In order to insure a swift burning over of the patch we set fire on the windward side so that the wind may carry the flames quickly along the ground. Of course, in an orchard, or where other crops are growing, burning over never should be attempted. Within a very short time after burning over, the plants spring up into new life and vigor, and immediately proceed to get in readiness for a big crop of berries the next season.

Narrowing Down the Rows

WHETHER you burn over the patch or simply mow off the tops and clean up the field by hauling off the mulching, as soon as this work is done, take a breaking plow and narrow down the rows by throwing a furrow from each side of the row into the center, leaving the rows of plants setting on a narrow strip of soil

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

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KELLOGG THOROUGHbred PLANTS AS THEY GROW IN OKLAHOMA

THE above scene represents a section of the extensive strawberry fields of Dr. Robert E. Thacker of Lexington, Okla. The doctor writes us that his plants have developed as finely as any that were ever grown, and the illustration above assuredly carries out his statement in that regard. Nothing in the development of our country has been more remarkable than the horticultural advance of the comparatively new state of Oklahoma, and no single interest has developed with more rapidity and evident permanence than has the production of strawberries. Oklahoma is famous for its brilliant sunshine, and it is this element that has put the sugar into the strawberry and makes those grown in that section so extremely delicious and popular.

between the two furrows. Then take a hoe and go over each row cutting out all weeds and grass. It is well to leave the plants quite close together at this time, and after they have resumed growth you will be able to judge better as to the value of particular plants, and then will be the time to select the plants that are to remain for the growing of the next year's crop. Then take a five-shovel cultivator and run over the ridge which lies between the rows. This cultivator will level the soil back into place. Then go cross-ways with a weeder or a spike-tooth harrow and level the ground. If you use the spike-tooth harrow, be sure that the tool slants backwards when doing this work. This will not only make the land level, but it will draw just sufficient soil around the crowns of the plants to cover them, and a new root system will spring up from the old crown. Then when hoeing cut out all of the plants except one hill for about every 12 to 15 inches. Give the renewed bed the same cultural care you gave to the newly set plants the previous year.

How to Stimulate Fruit Production

OCCASIONALLY a grower will discover that his soil seems to be lacking in necessary fertility, while his plants still are in such good condition as to insure a fair crop under favorable circumstances. The most effective way of supplying the new fertility, and the one which insures the largest returns for the investment of time and money, is to apply nitrates of soda at the rate of from 75 to 100 pounds to the acre according to the apparent needs of the soil and plants. This work should be done by hand, and great care must be taken that none of the nitrates come into actual contact with the plants

themselves. Nitrates are very heating and will injure and perhaps destroy any plants which they touch directly. Put on an old pair of gloves for the work and it will be very quickly accomplished. The results will be most gratifying. Prof. W. F. Massey says that in the case of a $1\frac{1}{4}$ -acre plot, from which he had expected very little in the way of strawberries, he brought up the yield to 7,000 quarts of berries by using nitrates of soda in this manner

Good Packing Increases Profits

GROWERS of strawberries who wish to make every point count in the direction of cash income will give due thought to the matter of packing. Pickers should carefully select the fruit while gathering it, placing first-quality berries in one set of boxes and the seconds in another set of boxes. Where this properly is done it only needs that each box of first-quality berries shall be neatly topped off. If berries are round in form, they should be placed with stem-ends down. If berries are long, like Longfellow and Haverland, they will present a much better appearance when set on their sides, glossy side up. Not only does this method show the berry to the best advantage, but also a sufficient amount of the green calyx will be in view to add to the attractiveness of the package. Small berries look their best when the top layers are placed in rows with stems down. A few sprays of bright-green strawberry leaves placed on top of each crate after the boxes have been placed therein add greatly to the appearance of the package. And above all else, be sure that the bottom and middle of the boxes are composed of just as high-class berries as those at the top. Honest packing creates and maintains the grower's trade.

We Claim That Kellogg Strawberry Plants Produce One Quart per Plant Each Season, or From \$500 to \$1200 in Dollars Every Year

Our customers report even greater results. Here is what they say

About the Quarts

Mrs. Eva Post, Rood House, Ill., writes us under date of June 20 that from 1,000 Kellogg plants she picked 1,066 quarts of berries that "were grand." While her neighbors had ten days of picking, Mrs. Post gathered berries for twenty-two days.

Blake L. Decker, Monticello, N. Y., gathered "144 quarts of the largest and most delicious strawberries I ever saw," to quote his expression, from 160 Kellogg plants, notwithstanding the terrific drouth.

J. E. Taylor, Elmira, N. Y., writes us that he succeeded in saving 130 out of 200 plants purchased from us in 1911, and from the 130 plants he gathered 256 quarts of strawberries, and in addition to the quantities consumed by his own family sold \$20 worth of fruit.

F. W. Lang, Chagrin Falls, Ohio, writes us that he "picked from 2,425 Kellogg plants 3,500 quarts of great big red berries. There were no better berries, and very few as good as mine, put on the Cleveland market in 1912."

H. W. Latimer, Blairsville, Pa., writes: "My crop last year from your Pedigree plants yielded more than 1,100 quarts from about 1,500 plants. Some berries measured 7½ inches around. Sold the greater part of the berries two boxes for 25 cents where other berries were selling three for 25 cents."

Ford E. Smith, Greenville, Pa., says that "from 18 Wm. Belt plants set out in the spring of 1911 we picked 52 quarts of big red berries in 1912."

Charles W. Rush of Lincoln, Neb., writes: "From my 20x60 foot bed of your plants set out in 1912 I have this season picked 225 quarts of fine berries."

A. D. Bush, Kennedy, N. Y. picked 374 quarts of berries from 100 plants each of Wm. Belt and Glen Mary in 1912.

C. E. Powell, Gloversville, N. Y., picked from 800 Haverland and 200 Senator Dunlap plants 931 quarts of fine fruit.

D. M. Mishler of Johnstown, Pa., says: "I want about 5,000 plants in the spring. I harvested 5,000 quarts (1912) from the 4,000 plants I bought of you in the spring of 1911." This, you will see, was 25 per cent higher than we claim our plants will grow.

Mrs. Will Oliver of Monona, Iowa, writes us that she picked 2,000 quarts of berries from 1,000 Kellogg Pedigree Plants.

Rev. J. W. Carnes, Dunlap, Tenn., grew 240 quarts from 225 of our plants the first year. The second year he picked 280 quarts from the 225 plants, and says that he sold the berries at 15 cents per quart, which is at the rate of \$1,200 per acre.

H. L. Spooner of Wells, Michigan, harvested 517 quarts of berries from 500 Stevens' Late Champion plants.

O. J. Wigen of Wynndel, B. C., picked 54,000 quarts in one year from four acres.

E. J. Brown of Bloomsburg, Pa., says that from 10,000 Kellogg plants he picked 14,000 quarts in a single season.

About the Dollars

Edw. H. Funk, Pine Plains, N. Y., writes: "I received 400 plants from you in 1911. Had no rain for ten days after setting them out, but I lost only fifty of the entire number. They were the finest plants I ever saw, and in 1912 I sold strawberries to the amount of \$292 besides what a family of seven used."

S. A. Street, Litchfield, Ill., purchased 200 Pride of Michigan and 500 Crescent plants in 1910. He writes that in 1912 he sold berries to the value of \$100 from these 700 plants. He says: "The berries were almost uniformly large. Indeed, we had almost no small berries whatever."

George McNeel, Arriola, Colo., produced 1,400 quarts of strawberries from 1,500 Kellogg plants and sold 1,292 quarts for \$193.80, the balance being used for home consumption.

A. G. Ross, Creston, Ind., writes: "In 1912 I picked better than 2,000 quarts of berries from one-fifth acre and sold \$187.41 worth. This was my first experience. Dunlap is good enough for me."

J. W. Rowe of San Gabriel, Cal., assures us that from one acre of the Kellogg plants he sold \$1,677.88 worth of berries in one season, and that \$1,155.00 of this was net profit.

J. H. Gage of Ray, Indiana, writes us that he sold \$700.00 worth of berries one year from five-eighths of an acre of Kellogg Plants.

F. L. Jenkins, Leon, Iowa, sold \$175.00 worth of berries from a quarter of an acre. This is at the rate of \$700.00 per acre.

F. C. Ward of Hastings, Mich., made in one year \$85.00 from a small town lot.

H. E. Cuendet, Condon, Oregon, set three square rods of ground to Kellogg plants, from which he sold \$25.50 worth of berries the first year. This is at the rate of \$1,360.00 per acre.

A. N. Squires of Norwich, N. Y., sold \$180.25 worth of berries from only 1,300 Kellogg plants. This is at the rate of \$900.00 per acre.

W. J. Lewis, Milton, N. H., sold \$122.00 worth of berries from 1,000 Kellogg plants.

H. B. Stewart, Myrtle Point, Oregon, cleared \$1,600.00 per acre in a single year.

Mrs. Nick Voss of Haven, Wis., writes us that from 200 Kellogg plants she sold \$25 worth of beautiful strawberries.

Prentiss White of South Yarmouth, Mass., received 20 cents a quart straight for all the Kellogg strawberries he could grow throughout the season.

J. W. Nation of Fremont, Neb., sold \$112 worth of strawberries from less than one-fourth acre.

S. S. Brown of Greenacres, Wash., writes that he sold 45 24-quart crates from five rows 240 feet long of our Clydes for \$99, netting at the rate of more than \$600 per acre.

C. A. Hesselberth, Dana, Ill., sold more than \$78 worth of strawberries from 1,000 Kellogg Thoroughbred plants.

WE are sure it is your ambition to make large success in your work as a strawberry grower. What others have done, you have every reason to believe you can equal. The first step toward success is the purchase of the best plants obtainable. Kellogg's plants have made the biggest yields of any plants known, not once or twice, but in thousands of instances, in every section of this continent, and in many foreign lands. Start right with Kellogg Plants; follow the Kellogg Way—and big crops of big red berries, that command the fancy prices, will bring you pleasure and prosperity. It will afford us sincere pleasure if we may serve you in any way.

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

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TYPICAL ILLUSTRATION OF THE KELLOGG STRAWBERRY GARDEN

THIS is a scene in the strawberry garden of Mr. and Mrs. Andrews of Washburn, Ill. Writing us under date of July 23rd, 1912, Mrs. Andrews says: "We have used your plants for ten years. Every year we have more berries than our entire family can use. Last year we sold \$37.00 worth, and our garden is only 25x75 feet." Everybody who wishes it, may have a strawberry garden, and no other feature of the home will create more interest among the members of the family than the garden.

\$3.00 Kellogg's Big Red Strawberry Garden \$3.00

SEND us \$3.00 and we will select for you a strawberry garden that will produce more berries than your entire family can eat, summer and winter. This garden will be composed of 250 plants selected from four or five of our choicest varieties—those which are especially adapted to your section. You can have strawberries and cream, shortcake, jam, preserves and canned berries the year round, and you can sell enough berries to pay for the garden and the sugar used in putting up your winter's supply. Your berries will really cost you nothing.

Pleasures and Profits of a Strawberry Garden

To grow strawberries requires no more experience and no more work than to grow the most common vegetables. Indeed, it is less work, because a well-planned and well-cared-for strawberry garden will fruit two or three years, while a vegetable garden must be planted every year. Strawberries will yield more dollars worth of fruit per square rod than any other crop, and they come into full bearing quicker than any other kind of fruit.

To have fresh strawberries and cream, shortcake, pure jam, preserved and canned berries is a luxury enjoyed only by those who grow their own strawberries.

If there is anything that grows on a tree, bush, vine or plant that is more delicious than a fully ripened and freshly picked strawberry, it is something we never have had the pleasure of tasting.

A family garden without strawberries is as incomplete as a home without children. No amount

of money can buy boys and girls like those you grow yourself. Neither can money buy the same kind of strawberries that grow right in your own garden, picked when you want them and as you want them.

A Typical Example

Here is a typical instance of success with a strawberry garden as reported by H. W. Doyle, of Topeka, Kan., who is connected with the state administration of Kansas. He wrote us under date of June 30, 1913, as follows:

TOPEKA, KANSAS, June 30, 1913.

In the spring of 1912 I bought 150 thoroughbred, pedigreed strawberry plants from the R. M. Kellogg Company—Senator Dunlap and Warfield. They came in fine condition, and sturdy little fellows they were. I set them in six rows three feet apart, twenty inches apart in the row. They were carefully cultivated throughout the season and mulched in the fall. From this small patch, 18x40 feet, we picked 262 quarts of the finest, biggest and most luscious strawberries I ever ate or saw.

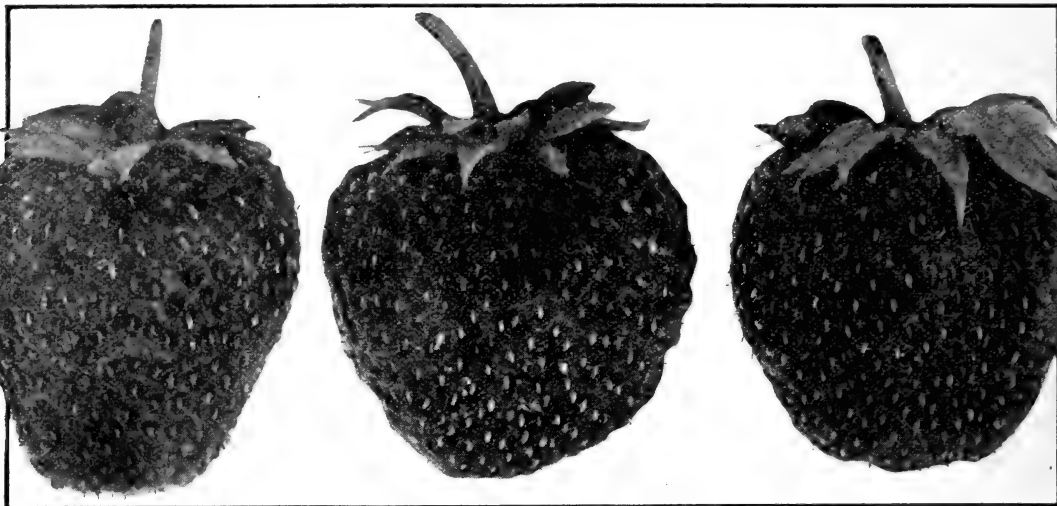
We sold.....	199 quarts, valued at	\$13.90
Gave away.....	27 quarts, valued at	2.92
Used ourselves..	36 quarts, valued at	3.45
Total, 262 quarts, valued at		\$20.27
Cash outlay for:		
Plants.....	1.35	
Manure.....	.50	1.85
Net profit.....		\$18.42

Cost of a Strawberry Garden

We claim that you can grow your own strawberries at a cost of less than 1 cent a gallon, but in reality your berries cost you nothing. During

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

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EARLY OZARK, BISEXUAL OR MALE—EXTRA-EARLY

ALTHOUGH this great early variety was originated in the Ozark Mountains in Missouri only a few years ago, it has already won universal popularity, and we have as yet to discover a section of this country in which it does not thrive and give to growers perfect satisfaction in every way. One of the earliest of varieties, it combines size, flavor, color and shipping qualities—indeed, every element that enters into the making of a completely satisfactory berry this variety contains, and because of its extreme earliness as well as its excellence in every other regard, it is becoming a prime favorite with growers from Maine to California and from Florida to British Columbia. Added to all of the other qualities we have mentioned is that of great prolificness. No one should fail to include Early Ozark in his order for strawberry plants this season. Grown at all farms.

the past few years we have supplied more than 40,000 families with strawberry gardens, and we have letters from many thousands of these customers declaring that their gardens produced not only all the berries their families could use, summer and winter, but enough berries were sold to pay for plants and to buy all the cans and sugar used in putting up the winter's supply. And many others have written us that, after supplying their families, they have sold sufficient berries to bring in from \$20.00 to \$50.00 in cash a season.

To buy strawberries for a family is very expensive, because the price for good strawberries is generally very high, while poor berries are dear at any price. Good strawberries seldom sell for less than 25 cents a gallon, and more often you will have to pay 50 cents a gallon. But when you grow your own strawberries you can pick them from your own garden fully ripened, fresh, sweet and delicious, and they cost you almost nothing.

You can't afford to be without a Kellogg Strawberry Garden if you have a piece of land big enough to set out the plants. Try it out and never again will you be without your own plot of delicious strawberries!

Big Crops Make Big Profits

EVERYBODY understands that the success of the strawberry grower depends upon the number of quarts of berries produced from a given area. But everybody doesn't stop to consider the fact that the cost of producing a small crop of berries is quite as great as is the cost of producing a large crop of berries. The cost of the land and the cost of its preparation, the cost of the plants and their setting is the same; the cost of their cultivation depends upon the amount of cultivation done, of course, but in turn the crop of strawberries grown is increased in the ratio of cultivation given them. We wish to impress

upon our patrons the importance of increasing the size of the crop, and would indicate here how rapidly the profits grow as the quantity of fruit produced is increased.

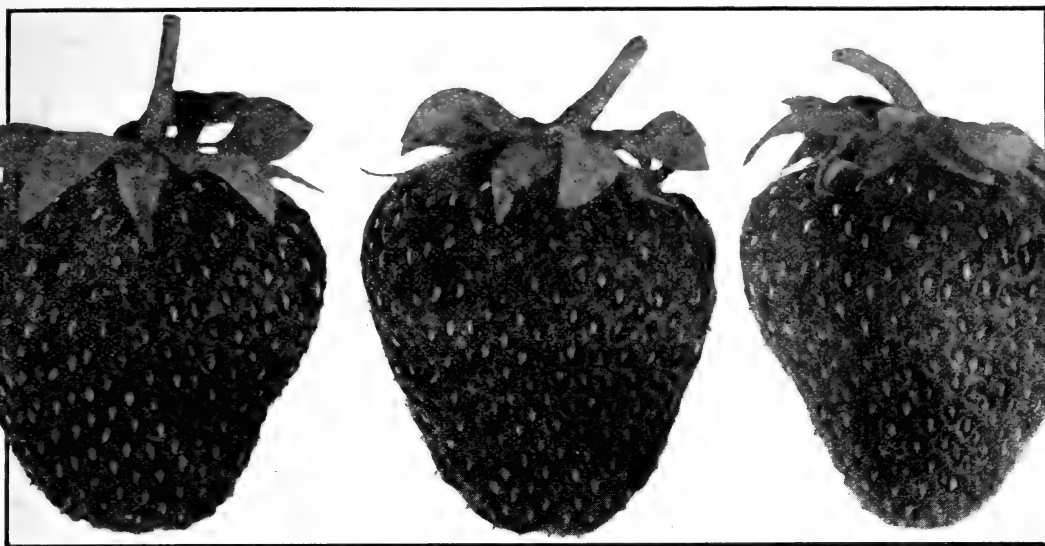
For instance, let us assume that the cost of producing an average acre of fruit is \$250 (that sum contemplates, of course, that all the work is hired done and that the land is rented) this sum to include every element of cost—preparing the land, plowing and harrowing, rolling, marking out the rows, cost of plants, setting same, cultivation, hoeing, boxes, crates, picking, packing, selling and delivering the fruit. Two hundred and fifty dollars for expenses is a generous allowance, indeed, and contemplates a large amount of labor. But whether you work for yourself or for someone else, you are entitled to your daily wage. And let us assume that the number of quarts gathered from an acre is 6,000, 4,000 of which should be fancy berries and should, if properly marketed, bring at least 10 cents per quart, or \$400. The balance—2,000 quarts of seconds—should bring 7 cents per quart or \$140, making a total of \$540 from the acre. Subtracting from this \$250 leaves a net income from the acre of \$290.

Now, this is not up to the average of the production from Kellogg plants as shown by hundreds of reports from our customers, but we are using these figures simply as a basis. Now, assuming that in the above example the plants have been looked after with average care and intelligence, let us see what special care and thought may do to increase the profits.

In another place in this book is the report of Mr. Henderson, of Michigan, showing that in 1912 he produced 16,000 quarts of strawberries from an acre of Kellogg plants. That Mr. Henderson gave to his soil and plants extra care there can be no doubt. Assuming that the same proportion of first-quality and second-quality berries were grown by Mr. Henderson and that

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SAMPLE, FEMALE OR PISTILLATE—LATE

FOR eighteen years we have offered this remarkable pistillate variety to our customers, and with each succeeding year it becomes more firmly rooted in the confidence of growers. This is true of commercial producers over the larger part of the entire country and Canada. One of the largest yielders known, famous for the size of the individual berry, which is a bright red and of perfect strawberry form for the most part, its popularity is based upon actual performance and a degree of reliability that insures generous crops even under adverse conditions. One fine trait of the Sample is its habit of ripening a certain percentage of its fruit each day until the close of the season. Commercial growers understand the high value of a variety having this characteristic. In very truth, Sample is a favorite in all sections of the country. Grown only at Three Rivers.

he received the prices above quoted, he would have 10,666 quarts of firsts and these would amount to \$1066.60, and he would have 5,333 quarts at 7 cents, \$373.30 for the seconds, leaving out fractions, or a total income of \$1440 from the acre. Subtracting \$250 from this amount leaves a net income of \$1190 approximately, or nearly 400 per cent greater than the profit shown in the suppositious case, and practically the only additional cost in the case of Mr. Henderson would be for picking, packing, boxing and crating the fruit.

Of course, the case of Mr. Henderson is extraordinary; but it nevertheless goes to show how large are the possibilities in the case of strawberry growers who give to their fields the extra care and attention which Mr. Henderson doubtless did, and, as we say, this extra care and attention doesn't represent a large cash outlay, but consists very largely in doing the right thing at the right time, and allowing nothing to transpire in his fields that may be avoided by close observation and intelligent action.

But, one may say, the case of Mr. Henderson is unusual and quite impossible under any but the most exceptional conditions. Assuming that this is so, the fact still remains that it is a duty the individual grower owes himself to do the very best he can under the circumstances, and he will find that, if he does this, his profits will increase immensely.

Suppose, however, that the grower in the suppositious case, instead of growing 6,000 quarts to the acre, had grown 8,000 quarts, (which is not at all extraordinary), the 2,000 extra quarts of berries would, as we have indicated above, be clear profit, excepting in the matter of picking, packing, boxing and crating. If he received 10 cents a quart for these 2,000 boxes, and allowing that it costs him 3 cents a quart to get the plants

on the market, his net gain on the 2,000 boxes would be 7 cents a quart, or a total of \$140. In other words, he has increased his profits by nearly 50 per cent, and this without any appreciable expenditure of time or money.

Every step of the way required to produce these larger returns is clearly shown in this book. It all depends upon the application the individual grower makes of the lessons thus taught whether he is to have large profits, or medium profits, or small profits. Nature will do very much under conditions not altogether encouraging, but where nature is aided by man's intelligent efforts, results are simply astonishing. We sincerely hope that every grower of Kellogg plants will give full consideration to these suggestions with a view to increasing his output of fancy fruit and thereby increase his own earnings.

An Ounce of Prevention is Worth a Pound of Cure

WRITING under date of June 30, 1913, C. A. Kraut of Pleasantville, Ohio, says: "In the spring of 1911 I purchased 125 of your strawberry plants and let them make all the plants they would. In the spring of 1912 I set out a piece of ground with the plants grown from these 125 plants, containing 23.6 square rods, and kept off all of the blossoms and all but one runner from each plant. On the tenth of May, 1913, we had a hard freeze which killed all early berries and other fruits. But I got busy in the evening preceding the night of the freeze and dug up all the straw between the rows and ridged it right over the rows of plants, which were in full bloom, and left the straw there until the weather warmed up, when I restored it to the

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WARFIELD, FEMALE OR PISTILLATE - EARLY

NO higher testimony to the quality of a variety could be given than to say that we are offering it for the twenty-seventh consecutive year in which it has been grown upon our farms. Warfield was a popular variety nearly thirty years ago, and it is not too much to say that each succeeding year shows an increasing demand for it on the part of our customers. A table berry of high quality, it is universally recognized as the greatest of all canning berries. It retains its rich, deep-red color no matter in what form it may be preserved, and a rich and delicate flavor also is maintained to a degree that is true of no other variety we ever have known. In addition to the high quality of its fruit is the fact that it is an enormous yielder, as a shipper it has no superior, and its beautiful fruit is deliciously tart and juicy. Like its favorite mate, Senator Dunlap, it has a very long fruiting season, which is another element in its universal popularity. Order generously. Grown at Three Rivers and Twin Falls.

center of the spaces between the rows. Up to this date I have picked and marketed 1,116 quarts of the finest berries you ever saw besides what we used ourselves and gave away. I sold all my choice berries at 15c per quart straight, and the culls at 10c, right in our own town of 600 or 700 population. That plot has already netted me \$147.13.

C. A. KRAUT.

Kellogg Plants in the South

FREQUENTLY the question is asked us, "Do your plants do well in the South?" The experiences of several thousand customers in that great region denominated in one phrase, "the Southern States," makes a complete and satisfactory answer to this inquiry, but, as we always substantiate every claim we make with irrefragable proof, we shall give here some of the experiences reported from that part of our country.

Wilbur Smith of Brownwood, Texas, writing us under date of May 24, 1913, says: "From the 150 plants I received from you in the spring of 1911 I gathered in the spring of 1912, 277 quarts. I received 25c a quart for those I sold, the total cash returns being \$52. The other berries were used by my family or given to neighbors.

"The other day the Texas papers gave considerable space to what is claimed to be a record-

size strawberry grown in Brazos county. This berry was five inches in circumference and two inches long. Here is what our local paper says about my strawberries: 'Wilbur Smith, who grows strawberries in the backyard at his Fagg-street home, brought to town this morning two strawberries much larger than the 'monster' mentioned above. One of the berries measured 7½ inches in circumference, and the other seven inches. Mr. Smith didn't consider these berries unusually large - 'just ordinarily nice berries,' he says.

"These berries were grown on Kellogg plants. The varieties I am growing are Warfield, Glen Mary and Wm. Belt."

The plants referred to by Mr. Smith were shipped from Three Rivers. Last season a great many of our Southern customers, who desired to set their plants in the fall and winter, instructed us to ship their plants from Canby, Oregon, and here are some of the results reported:

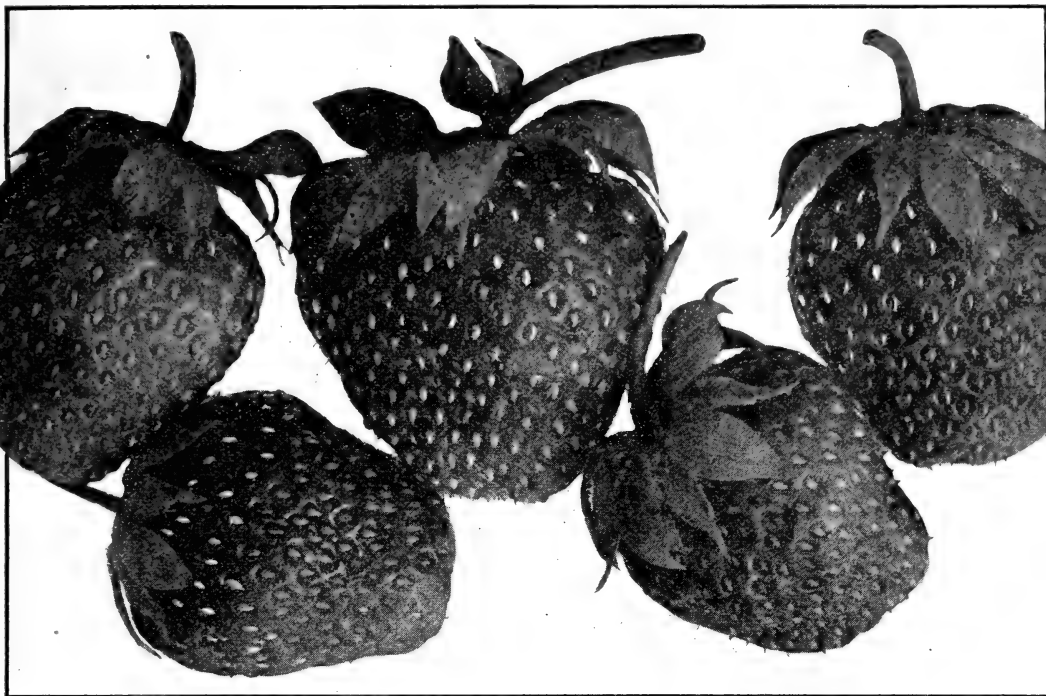
Alvin, Texas, March 1, 1913. "Strawberry plants received from Canby, Oregon, in fine shape. They are fine plants. Strawberries are selling at \$6.00 per crate."

A. N. TWILLIGEAR.

Crystal Springs, Fla., Jan. 9, 1912, "My Excelsior and Klondike plants, grown at Canby, Oregon, arrived last night, O. K. They are as fine-rooted plants as I ever have seen - equal to

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

Copyright 1913 by R. M. Kellogg Co., Three Rivers, Mich.



MARSHALL, MALE OR BISEXUAL - LATE

THIS is the twenty-second year we have selected and bred this great variety, which is almost universal in its habitat. It is grown in practically every state of the Union with success, and we can recommend it in all states excepting, perhaps, those bordering on the gulf of Mexico, and even from that section come reports of its excellent success. Its universal popularity is due to its extraordinary size, its delicious and remarkable flavor, its fine color, its success as a shipper and above all else, perhaps for the large quantities of fine fruit it almost unfailingly yields. For many seasons it has topped the market at Portland, Oregon, and at Massachusetts fruit shows it has taken more premiums than any other. The juice of this variety is like a sirup and is almost as sweet as it looks. Its foliage is extra large and of upright growth, with leaves almost as round as a dollar. It is an ideal variety in every way, and merits an order from all who enjoy strawberries. Grown at all our farms.

those I bought of you some years ago, when in Oklahoma."

N. R. WHITE.

Malvern, Ark., March 11, 1913. "I received my plants and they are all in good order, and I am very much pleased with them. I set them all in the ground last week and they are doing well."

FRANK DRAPEAU.

Jacksonville Heights, Jacksonville, Fla., March 2, 1913. "The strawberry plants arrived from Canby, Oregon, safely and in good condition."

EDWIN HAWKINS.

Kellogg's Fame in Far-Away Lands

OUR Thoroughbred Pedigree plants are known in North and South America, in Hawaii, Australia, in the countries located in the Caribbean Sea, and in many parts of Europe. But the fame of our plants has extended to other lands, too far away to think of sending our plants. June 9, 1913, we received the following letter from one of these far-distant lands:

Johannesburg, South Africa, April 5, 1913. "Can you forward strawberry plants here with reasonable expectation of their growing? . . . I wish to compliment you on the stimulating common-sense of your book, 'Great Crops of Strawberries and How to Grow Them.' It is by far the best treatise on strawberry culture I have seen."

W. PAUL.

We sincerely regretted the necessity of advising Mr. Paul that the great distance between

us and South Africa, added to the fact that it would require quite two months of time to make delivery, made it quite impossible to send him the plants. The incident is significant, however, of the widespread and honorable fame, all over the globe, of Kellogg's Plants and Kellogg's Way.

Kellogg Plants and Other Plants

WE very much prefer that our customers shall determine for themselves the relative merits of our plants. And that they do not hesitate to do so is attested by the hundreds of letters we receive, only a few of which we may use here by way of illustration. Here is a typical comparison made by one of our Connecticut customers:

"New Britain, Conn., June 6, 1913. In sending in an order at this late date I beg to apologize. On April 30 of this year I sent in an order to you for 100 plants each of Longfellow and Glen Mary which were duly received and most all are now thriving.

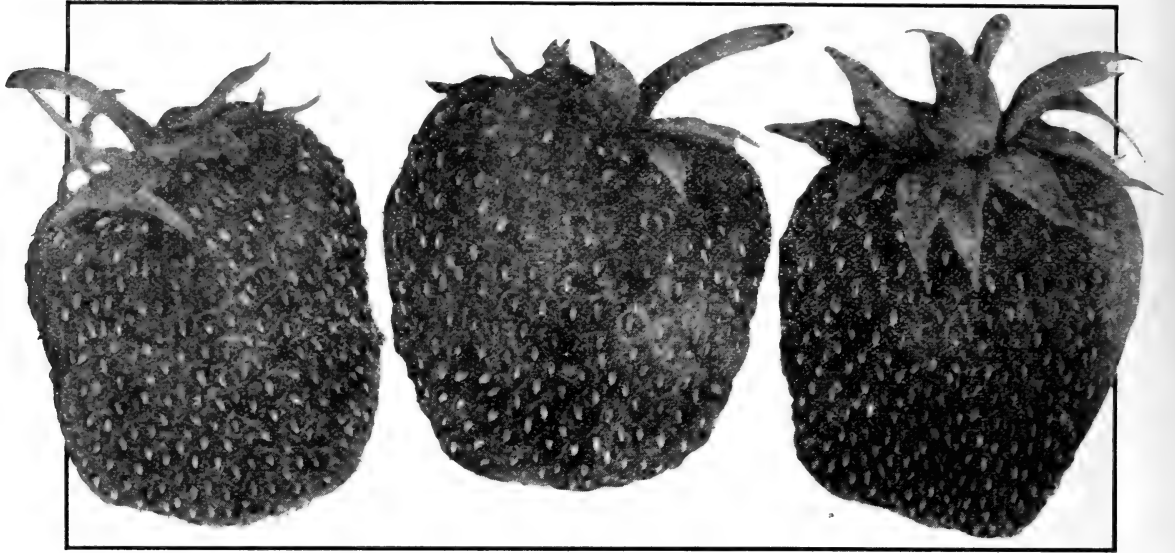
"On this same date I also sent in an order to — of New Jersey for 200 plants for comparison, of which 100 were Glen Mary, the others being a few of his New Yorker, Hub, Wonder and two dozen ever-bearing plants.

"These plants of the Kellogg Company and —'s were planted in the same lot, same soil, same week, and under the same conditions as to weather, fertilizer, etc. Out of the 100 Glen Marys of —'s I have just 21 plants growing. Out of the 100 Glen Marys of Kellogg's I have 91 plants growing, and of the Longfellows 94 plants growing, but out of the other 100 plants from — I have 56 growing.

"I now desire to put in this lot I am now ordering in the place of —'s and when it comes time for me to plant

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

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PRIDE OF MICHIGAN, MALE OR BISEXUAL—LATE

THIS variety is one of our own originations, and we are very proud of it, for it has won and is still winning golden opinions from those who grow it. We tested out this variety from 1902 to 1905, offering it for the first time in the latter year. In size the berries surpass all other varieties, and it produces as large a number of fancy berries as any other variety ever developed. The berries lie in windrows, and the heavy, immense foliage spreads out wide enough to shade them. It is a fine shipper and excellent canner and stands in a class by itself when placed upon the market. The meat is very firm, exceptionally rich and very smooth, and in flavor it is delicious. As a shipper it is unexcelled. Pride of Michigan is famous for its long-blooming season, which renders it most valuable for the mating of late pistillates. Grown at Three Rivers and Twin Falls.

strawberries or give advice to anyone in regard to strawberries, I shall always recommend Kellogg's and Kellogg's only.

"In 1910 I planted Kellogg's plants, and from a space of 49x60 feet I picked 485 quarts of marketable berries in 1911."

E. P. SCHMIDT.

So much for the experience of one New England customer. It is a far cry from Connecticut to Montana, but the same general opinion is expressed by a Montana man who has grown strawberries for many years in several sections of this continent. We are glad to be able to have the opinion of Wm. J. Gall, gardener of the Bitter Root Valley Irrigation Company at Florence, Mont., who wrote us under date of November 25, 1912 as follows:

"I wish to say a word about the strawberry plants you shipped the Bitter Root Valley Irrigation Company in 1911. They grew the best and largest berries ever seen in this locality, and I may say that I have been raising strawberries for thirty years and I never saw their equal. I picked twenty-nine quarts of Wm. Belt berries one morning, not one berry of which measured less than 2 1/4 inches in diameter."

"I wish also to say that the 32,000 plants we purchased from you in the spring of 1912 arrived in splendid shape and have made a magnificent growth. Everything points to a bumper yield next year. I would rather pay what you ask for plants than get common plants for nothing."

Mr. Gall sends us a photograph of fourteen of these Wm. Belts that are more than a yard-stick in length. Wm. T. LeFevre, horticulturist of the same company sent us a photograph showing five of these Wm. Belts that more than covered a foot-rule.

And in a countless number of letters come references like the following:

"Madison, Wis., March 10, 1913. Your plants are the best we have ever had in thirty-three years' experience with plants from many growers."

MRS. C. H. HOYT.

"Ashville, Ohio, Feb. 3, 1913. I have read nearly your entire catalog of this year's issue; in fact, every year's issue for

some time. And while I have in the past been quite skeptical over your term 'Thoroughbred' as applied to plant life, my own experience with your plants, as compared with others of same variety, forces me to believe there is more in it than I imagined. Your plants are more vigorous and bear larger fruit."

D. H. SQUIRE.

"Duncansville, Pa., July 17, 1913. I write you regarding my success with your plants last year. The spring of 1912 I planted a number of your plants and would say I believe them superior to all others. I had the finest stand of strawberries this spring in this section."

F. G. SMITH.

"West Unity, Ohio, June 2, 1913. Last spring I set plants from four different sources, but your plants are so much ahead of all others that I shall set them exclusively."

J. D. PRICKETT.

As every grower of crops realizes, the season of 1913 has been the most disastrous ever experienced by American agriculture. Under the circumstances, therefore, the following letter received from one of Chicago's leading attorneys is very gratifying, indeed, as indicating the superior vigor and hardiness of the Kellogg plants. Writing under date of August 21, 1913 Fred Blackinton says:

"The 15,000 strawberry plants which I purchased from you last spring for planting on my farm at Fish Creek, Wisconsin, have proved very satisfactory and are thus far growing splendidly. They ought to bear a large crop next year. Only a very few plants have died, and I am told that I am lucky, as only about 40 per cent of the plants set this spring in the state of Wisconsin have grown. This information was given to me by a nurseryman the other day."

With such testimonials, little is required from us by way of indicating the unquestioned superiority of the Kellogg Pedigree plants. The fact that we have such a fine crop of vigorous plants to offer you this season, in view of the almost universal drouth of 1913, is of itself a remarkable testimony to their vitality and to the methods we employ in producing them.

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BRANDYWINE, MALE OR BISEXUAL - LATE

FOR twenty-one years we have carried this universally popular variety upon our lists, and in regions where it has been grown the longest it still remains the most popular. This variety grows very large quantities of big berries, which are deep blood-red from the circumference to the center. Not only are they beautiful in form and color, but they possess a flavor peculiarly delightful. Prominent bright yellow seeds make a fine color contrast, and this renders Brandywine most attractive when neatly packed for market. All along the Pacific Coast, in the highest elevations of the Rocky Mountains, on the plains of Kansas and Oklahoma, and along the Atlantic seaboard, Brandywine has won and holds a unique place in the estimate of strawberry growers. The foliage of this variety is very large, upright in form, with dark-green, leathery leaves, affording excellent protection to the bloom. Brandywine always is worthy of a good order from all our customers. Grown at all farms.

What Visitors Say of the Kellogg Farms

EVERY year great numbers of visitors come to see our farms at Three Rivers, and not only do we welcome those who come, but extend a hearty invitation to all who can do so to come and see us. Never yet has a visitor gone away who did not express his surprise or pleasure at the work we are doing here and confidence in the results of that work. From a few of those who came to see us in 1913 we herewith quote their written words:

Cannot Do the Subject Justice

HENNING, ILL., July 3, 1913.

R. M. KELLOGG CO., Three Rivers, Mich.

Gentlemen: I find it quite impossible to do justice to your model farm, which so greatly impressed me upon the occasion of my recent visit. Just imagine a beautiful level field of 225 acres, with an immense area devoted to the growing of strawberry plants, with rows so straight and even that the eye cannot detect the least crook in them, and not a clod or weed in sight, and you will have a fairly good mental picture of this ideal scene. Then to see the carloads of fertilizer, the spraying machines at work, the many and varied forms of machinery at work and the number of men employed—it makes one wonder how you ever meet the enormous expense involved in getting these plants ready for shipment. However, a fair profit and the very best strawberry plants it is possible to raise seem to be the two ideas kept continuously in mind by the management.

I wish to express my especial appreciation of the courtesies extended by President Beatty, who showed great interest in taking me over the farm and in explaining matters. A day's visit with him and a trip over the farm will pay anyone interested in "great crops of strawberries and how to grow them."

Very truly yours,

J. H. PUTMAN.

Systematic and Scientific

JOLIET, ILL., July 12, 1913.

R. M. KELLOGG CO., Three Rivers, Mich.

Gentlemen: Having returned from my delightful visit to your strawberry farm at Three Rivers, I feel that I owe it to you to tell you of the great pleasure it gave me to go over that very remarkable farm of yours. I found it to be the most systematic and scientifically handled farm I ever have seen. I now can understand why plants always arrive true to name

and in the highest state of perfection. With your careful system it would seem impossible that there could be any mistake in the way of mixing varieties. My only regret is that my time was limited, for I should have enjoyed another day upon the great Kellogg farm very much, and know that as a strawberry grower it would have been of great value to me. I hope to visit you again.

Thanking you for the courtesies extended me, I remain,

Very truly yours,

H. S. PLETCHER.

Kellogg's a World Beater

FORT WAYNE, IND., July 3, 1913.

R. M. KELLOGG CO., Three Rivers, Mich.

I wish to thank you for your most courteous treatment during our recent visit to the R. M. Kellogg farm, not only to myself, but to Mrs. Polhamus, and our men who were with me.

Your strawberry farm is sure a world beater, and nowhere in my travels, in all sections of the United States, as well as Canada and Mexico, have I seen such care, order and scientific methods employed, as at the Kellogg strawberry farm, every inch of which is as clean and well kept as the finest parlor I ever have seen. Certainly, if strawberry growers everywhere really knew the methods employed, and the value of the Kellogg plants, they would not consider placing their orders for plants anywhere else, and would be governed absolutely by your advice in the care and culture of their plants.

While at Three Rivers, we were impressed by the fact that all of the Three Rivers people took great pride in the Kellogg farm. This fact in itself speaks volumes for the members of your company, and your up-to-date methods. The memory of our visit to your place will remain with us a long time, and we hope to have the pleasure of calling on you again at some future date.

Yours with best wishes,

A. Z. POLHAMUS.

Found Everything Just as Represented

LINCOLN, R. I., June 30, 1913.

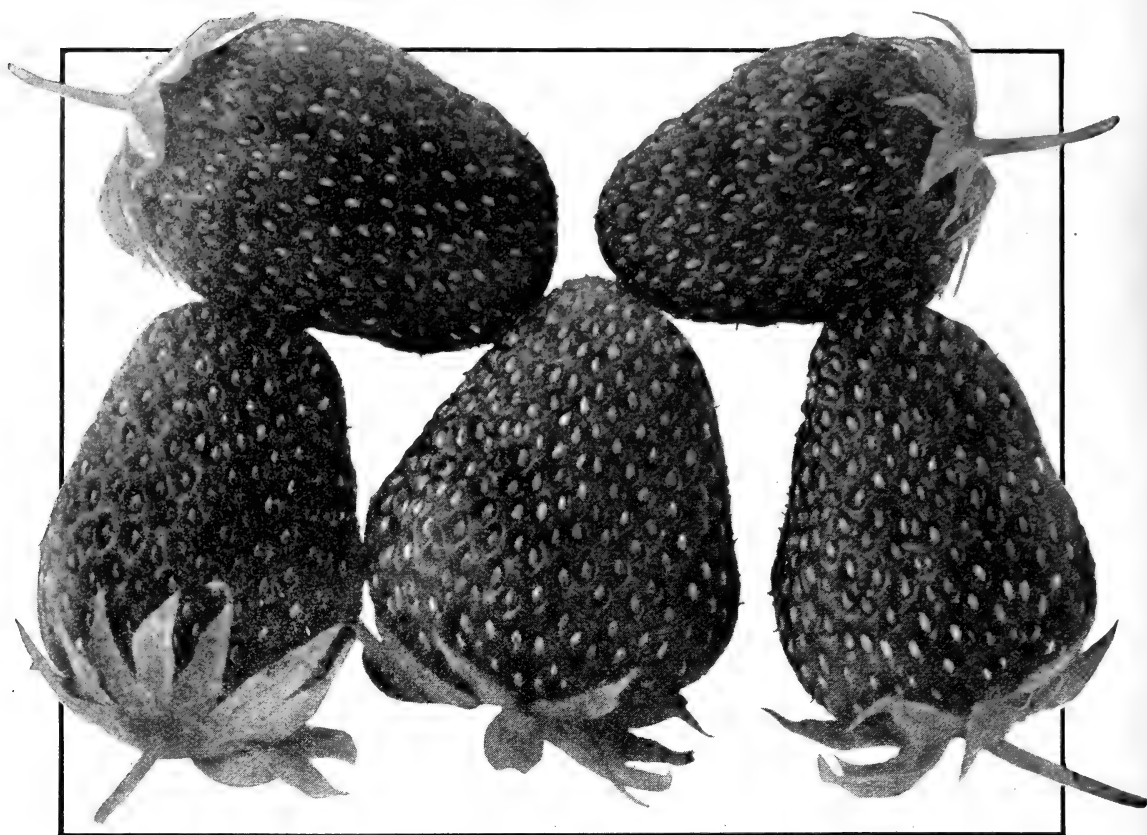
R. M. KELLOGG CO., Three Rivers, Mich.

Gentlemen: I recall with great pleasure my visit to your farm on the 25th of the present month. I must say that there is not a claim that you have made in your book that I did not find perfectly substantiated upon your farm. I consider the R. M. Kellogg Co.'s strawberry farm one of the greatest horticultural sights I ever have seen or expect to see. I noted the great care with which every detail of your work is carried on, and then I understood why it is that of all the strawberry plants I ever have purchased those which came from you have given me the most satisfactory results.

I am very glad that I reached your farm before those mag-

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HAVERLAND. FEMALE OR PISTILLATE - MEDIUM

HAVERLAND is another one of the varieties that enjoys universal popularity, and in sections where the bright crimson berry is most popular growers are increasing from year to year the number of plants set of this variety. When set with Dunlap, Haverland is perfectly pollenized. The fruit is long and large, bright crimson in color where the sun strikes it directly, shading to a light red on the under side. It is full and round at the stem and gradually tapers to an obtuse point. There is no other berry that presents a more tempting appearance when properly packed in boxes, and to all of those winning qualities is added the fact that Haverland yields tremendous crops of fruit every season where good soil and right cultural conditions are given. As a frost resister it ranks with the most hardy. This is the twenty-fourth year we have bred Haverland under our system of selection and restriction, which we think is a high tribute to its many excellent qualities. Grown at Three Rivers and Twin Falls.

nificent rows of Kellogg's Prize plants, loaded with beautiful fruit, were plowed under. I am afraid I should still have doubted had I not seen with my own eyes those splendid plants and had an opportunity to sample the delicious fruit. I am sure that I shall want some of the Kellogg's Prize.

I want to tell you about the 25 Helen Davis plants I received from you a year ago last spring. The plants came in beautiful condition, but the grubs got after them, and only 17 of the Helen Davis plants escaped them. From these 17 plants and the runner plants that were developed from them, I made a first picking of a sufficient quantity of berries to can eleven or twelve quarts, and the second picking was just about the same in quantity and quality, making altogether twenty-two quarts of delicious fruit from the 17 Helen Davis plants. I consider the Helen Davis one of the greatest varieties ever originated.

Wishing you continued success in your great work, I remain as ever,

Sincerely yours,
GEORGE W. CLARK.

Kellogg's Cultural Methods Perfect

ASHLAND, KY., July 14, 1913.

R. M. KELLOGG Co., Three Rivers, Mich.

Gentlemen: I have been receiving your book, "Great Crops of Strawberries and How to Grow Them," for several years, and I always have been impressed with your cultural methods and with the photo-engravings of your farm scenes which you have shown in these books, and I am pleased to say that when I visited your farm this month I was very much impressed with what I saw there. Indeed, your cultural methods are much more perfect than what you claim in your book. In fact, they are the most perfect that I ever have seen, and I can say that it was the largest field of strawberry plants that I have ever seen, and everything is perfectly systematized.

I want to thank you for the courteous treatment extended to me while I was your guest. I also want to assure you that it will be a great pleasure on my part to recommend your plants to any of my friends who wish to engage in the strawberry business. I am sure that if all strawberry growers could visit your farm and see what you are doing you would get their orders.

Very truly yours,
JOHN M. O'DWYER.

Every Claim Made Good

PASCAGOULA, MISS., July 28, 1913.

R. M. KELLOGG Co., Three Rivers, Mich.

Gentlemen: I am very glad to have had the privilege of going over your great farm while in the North. I am glad to say that I found everything just as you claim it to be. Not only is it the largest enterprise of its kind in the United States, but I never saw finer plants anywhere than those growing on your farm. I can heartily recommend anyone who is in need of plants to buy Kellogg's.

GEO. W. MILLER.

The Most Perfect Methods Practiced

DANVILLE, ILL., August 25, 1913.

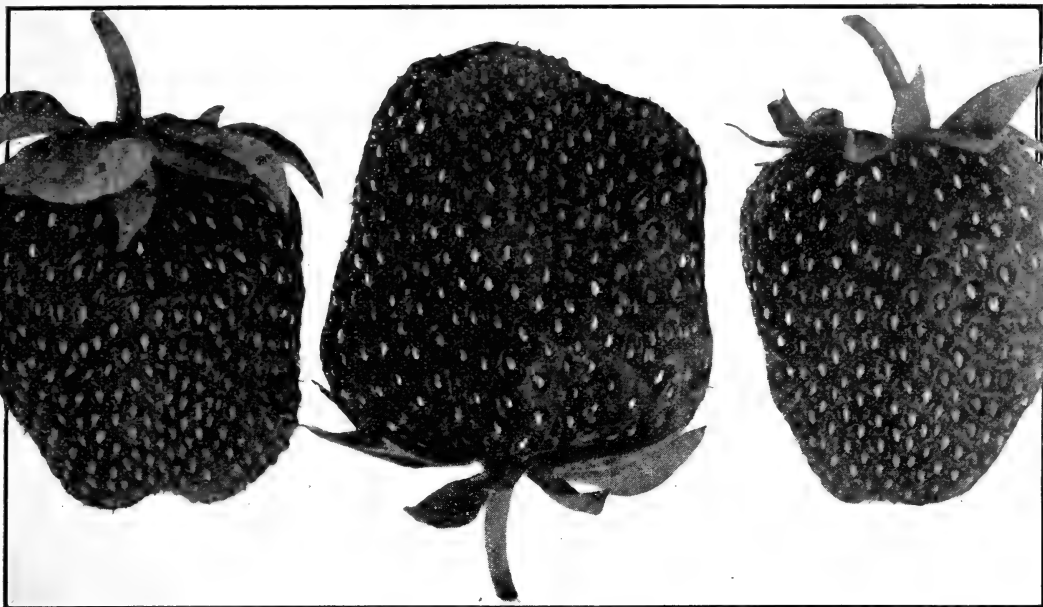
R. M. KELLOGG Co., Three Rivers, Mich.

Gentlemen: Have reached home safely, and wish to express my sincere thanks for your courtesies on the occasion of my recent visit to your farms at Three Rivers.

I have been growing berries and vegetables under intensive methods for many years, and have made it a point to travel and study the lines of culture employed by the best gardeners everywhere. I spent nine months recently in a tour of the West, visiting every important irrigation project in that great section, and I am familiar with the best work in the

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GLEN MARY, MALE OR BISEXUAL—MEDIUM

FOR seventeen years we have offered this great variety to our trade, and although we have each season added to the area given over to this variety, the orders received seldom fail to take up our entire crop of plants. Glen Mary is noted for very heavy yields of big, dark-red berries to which prominent seeds of bright yellow add a notable contrast. The flesh is crimson, juicy and rich and of unusually high flavor. Because of its great yields and fine shipping qualities it is produced extensively by commercial growers. It has a splendid root system, very large foliage, and is especially popular in regions of limited moisture, but it is equally as popular in regions where ample rainfall is had. Glen Mary, although a bisexual, sometimes indicates a scarcity of pollen in its early bloom. Where this occurs Wm. Belt makes an ideal mate for Glen Mary. Grown at all our farms.

Eastern States. But never in all my travels have I ever before seen so perfect a piece of horticultural work as your farm presents. It leads anything else in perfection of detail with which I am familiar, and I think it due you to say so.

For years I have received your catalogue annually; have always desired to visit the home of the Kellogg Thoroughbreds, and now that I have seen it can only say that every claim made in your literature I found more than honored in the performance. What you have succeeded in doing in this year of unprecedented drouth is little short of marvelous.

W. C. WHEELCHER.

It is only fair to say of the work of Mr. Wheelcher that it expresses the highest ideals of intensive cultural methods. This is shown by the fact that from less than six acres of land, fifteen minutes distant from the center of Danville, Ill., he is receiving an annual income amounting on the average to \$6,000 per year. A word like the above from such a horticulturist is praise indeed.

Letters From Old-Time Patrons

Corning, N. Y., April 11, 1913. "More than twenty years ago I answered an advertisement of 'Great Crops of Strawberries and How to Grow Them,' and ordered some plants from R. M. Kellogg, who was then located at Ionia, Mich. These proved so satisfactory that I have since ordered every second year some plants from him or his successors. Some have proved not congenial to my soil, which is a rich though heavy clay, but on the whole I have been well satisfied, or I would not have come back for more than twenty years."

FRANK SCHEH.

Cuba, Ill., March 6, 1913. "I have been buying plants of you for twenty-five years and they have made for me a reputation for the biggest

berries ever. I am now past four-score years, but still I take great pleasure in growing big berries."

ALFRED CALL.

And speaking of old customers, it always is a matter of interest for us to go over our extensive list of old-time patrons to observe with what faithful regularity their orders come to us year after year. Here is a typical example, representing a countless number of other growers who send us orders each succeeding season. We refer to Chas. J. Hinckle of St. Clairsville, Ohio. Mr. Hinckle became our customer in 1904 with an order amounting to \$17.75. In succeeding years the orders were as follows: 1905, \$14.50; 1906, \$14.00; 1907, \$30.00; 1908, \$28.75; 1909, \$42.00; 1910, \$39.00; 1911, \$35.00; 1912, \$30.00; 1913, \$32.85.

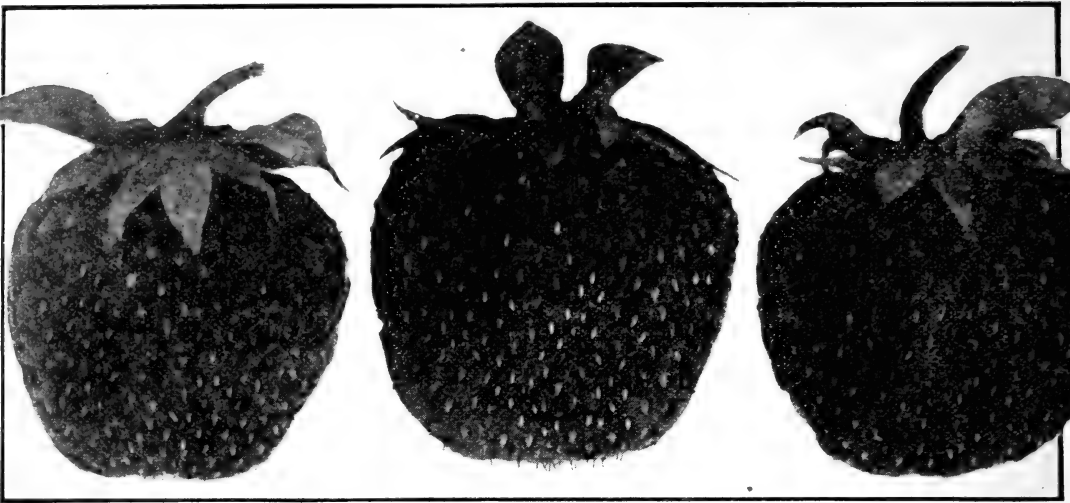
These figures are an eloquent tribute to Mr. Hinckle's faith in the value of Kellogg plants and certainly indicate that, year in and year out during ten complete seasons, he has found the Kellogg plants all that we have represented them to be.

Time and Distance No Barrier

HERE is a letter from one of our California customers that we take peculiar pleasure in reproducing here, not only because of what she says concerning the success had with our Thoroughbred plants, but partly because of the distance covered in delivering these plants to her and the difficulties attending the task. From Three Rivers plants sent to Gualala go to a point near San Francisco and are there transferred and sent north into Mendocino county by rail. At this

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BUSTER, FEMALE OR PISTILLATE—MEDIUM

AS its name implies, Buster is a breaker of records in many sections of the country. It is becoming especially popular north of the Ohio River, where it has won distinct fame for its vigor of growth and reliability under adverse conditions. Especially is it noted for its immunity from frost. Our Canadian friends, as well as those in the New England states, find the Buster perfectly adapted to their particular conditions. This is the fifth year we have offered Buster to our customers, and we find it necessary to set a larger acreage to this variety each succeeding season. Buster is a cross of Sharpless and Bubach and retains all of the desirable qualities of both of these old favorites. In size it is large, and in color a bright red. The flesh is of fine quality, moderately firm, making it an excellent shipper where the distance is not too great. If you are not familiar with the virtues of this variety, we suggest that you give it a fair trial. Results surely will please you. Grown only at Three Rivers.

point, they are taken by stage to Gualala, which is on the coast, very near the Pacific Ocean. Now, after this long and difficult journey, to have these plants do so well as to merit the letter we received from this customer is certainly most gratifying. The letter follows:

"From plants I got of you I raised the finest berries that were ever seen in this part of the country, both as to quality, quantity and size. One measured $6\frac{1}{4} \times 7\frac{3}{4}$ inches in circumference. Kellogg's Thoroughbreds for me every time. The flavor of your berries supasses all others."

MRS. J. S. LAMPKIN.

16,000 Quarts to the Acre

IN forwarding us an order April 11, 1913, H. R. Henderson of Sullivan, Michigan incidentally added a brief postscript which was full of interest to us. He said:

"From one acre of your plants we picked last year over one thousand crates of berries."

While we did not doubt Mr. Henderson in the least, we promptly wrote him, asking him if we had read his statement correctly, and he replied as follows:

"You understood me correctly. I picked over one thousand crates of berries, 16 quarts to the crate. We sold 900 crates of this fruit to one commission merchant at Muskegon—J. W. Fleming."

This will be recognized by growers the world over as an extraordinary crop. Some years ago H. B. Steward of Myrtle Point, Oregon, reported a similar yield from Kellogg plants. These two records are unexcelled. In the case of small plots many growers have succeeded in producing a greater proportionate quantity—that is to say, a few square rods have been reported to grow at the rate, say, of 20,000 quarts to the acre. But actually to gather and sell 16,000 quarts from one

acre of land is a record that we believe never has been exceeded, and we sincerely congratulate Mr. Henderson upon his extraordinary success.

That we are proud to have these two records for the Kellogg's Thoroughbred Pedigree plants we need scarcely say, and it gives us great pleasure to have the privilege of publishing the extraordinary results secured in this instance. What Mr. Henderson has accomplished may be achieved by others. As we have told our friends for thirty years, good plants, good soil, perfect cultivation, added to that fine quality of mind put into action by practical men, which we call plain common sense, will produce approximately such results nine seasons out of ten. It is something which should inspire every grower to work toward, and we hope that the example set by Mr. Henderson is to result in the equal success of many other growers who use the Kellogg plants and follow the Kellogg way.

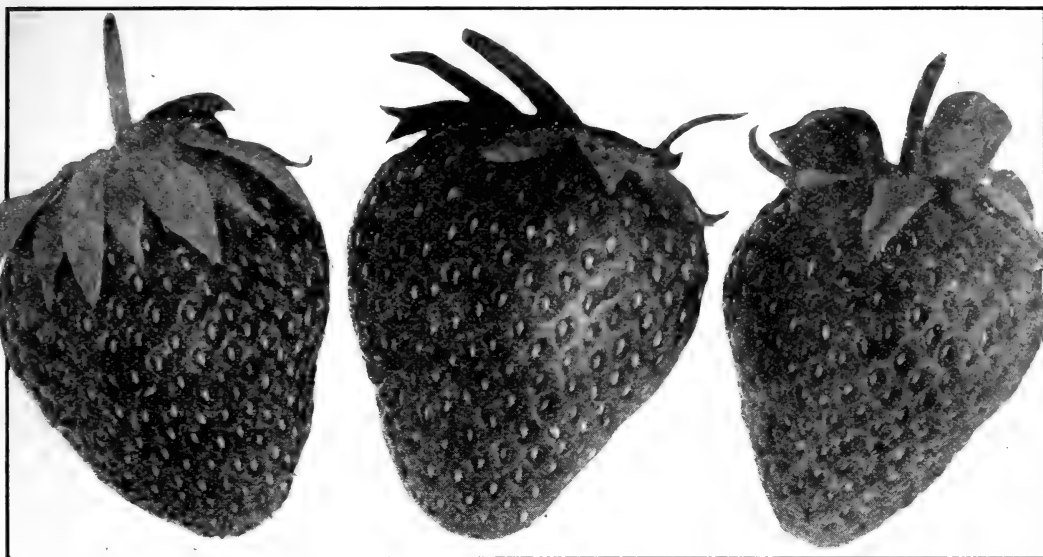
Our Rate for Postage on Plants

WE desire to call the especial attention of customers who have their plants come forward by mail to the rate we charge for plants and the reason for adopting such a rate. As all our customers are aware, different varieties of strawberries will weigh out differently. Varieties that grow small plants, like Warfield and Senator Dunlap, will not weigh more than from one-third to one-half as much as such varieties, for instance, as Glen Mary, Clyde or Marshall. Again, the plants that are shipped at the beginning of the season are, of course, much lighter in weight than those which are shipped at mid-season, when the plants have attained very large size.

Now, it is necessary for us to quote a specific rate to everybody, as we cannot know what va-

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JOCUNDA, MALE OR BISEXUAL — MEDIUM

JOCUNDA for some years has enjoyed great local popularity in the state of Colorado because of its remarkable success in extremely high altitudes. It has made wonderful records among the mountains at an altitude of eight thousand feet. Some years ago we tested out this variety at both Three Rivers, Michigan, and Twin Falls, Idaho, only to find that it is quite as prolific and as fine in every other way when grown at lower altitudes. The result of our experience has been the widening-out of the field of this great variety until now it is grown practically everywhere with great success. Therefore, while we can with perfect confidence recommend it anywhere, we especially commend it to our Inter-Mountain-State customers. Jocunda is a very dark-red berry of delicious flavor. Its size and form are shown in the illustration above. It is very hardy, as what we have said will, of course, suggest. It has a very thick leaf tissue, is a strong resister of the attacks of insect pests and is immune to fungous diseases. It is a powerful bisexual and an excellent mate for pistillates of the mid-season. It deserves a generous order from all our customers in all of the sections we have indicated. Grown at Twin Falls and Three Rivers,

ries a customer may order, nor can we tell the season when his particular order is to be filled. In 1912, for instance, we paid something more than \$200 in cash for postage on plants in excess of the amount received for postage. This represented, of course, a dead loss to us. Therefore, we wish it distinctly understood that 20 cents per hundred plants from Three Rivers and Twin Falls and 30 cents per hundred plants from Canby, Oregon, is the rate we charge without any regard to the actual weight of the particular shipment of plants. We have adopted these rates after carefully weighing up thousands of packages representing all of the varieties we grow. We find that the average weight of one hundred plants calls for the amount of postage named. Therefore, we wish each individual customer to understand that the amount of postage appearing upon his package of plants, that may come by mail, whether it be in excess of the amount paid or below the amount paid, has nothing whatever to do with the particular consignment, and we shall not refund any postage to anyone because the postage actually paid on his consignment is below the amount he has remitted for postage.

Even under these conditions we have every reason to expect that the amount of postage received throughout a given season will be less than the amount of postage we pay.

Our customers are well aware of the fact that we advocate shipping plants by express wherever it is possible to do so. We have no desire to make one penny on postage. If we could advise a customer exactly what his postage was to be, we should very much prefer to do so. But as this is

impossible, we have adopted, as nearly as may be estimated, an average rate, and this will in all cases be enforced, and no complaints from customers that they have been charged an excessive amount of postage will receive our attention. It is due to us that our customers read our regulations, learn our rules, and if after doing so they decide to give us their business, they should in all cases cheerfully abide by those rules.

Kellogg Plants in Canada

EVERY year we ship our strawberry plants to hundreds of Canadian customers from the extreme eastern tip of Nova Scotia out in the Atlantic, to the beautiful islands of British Columbia in the broad Pacific. Therefore, we have quite as close relations with our Canadian neighbors as we do with the friends on this side of the line, and are always glad to hear from them when they write to tell us about our plants. Here are a few letters from the great Dominion:

Kellogg Berries Are Beautiful

Upper Pugwash, Nova Scotia, March 20, 1913. "I received my first lot of strawberry plants from your farm in 1903, and I must say that they were fine plants and produced beautiful berries. I have sent you an order nearly every year since that time. I now am thinking of setting out a larger field this spring, and you will find enclosed remittance for the plants ordered. If you do not have some of the particular varieties I am sending for, send what you consider the best."

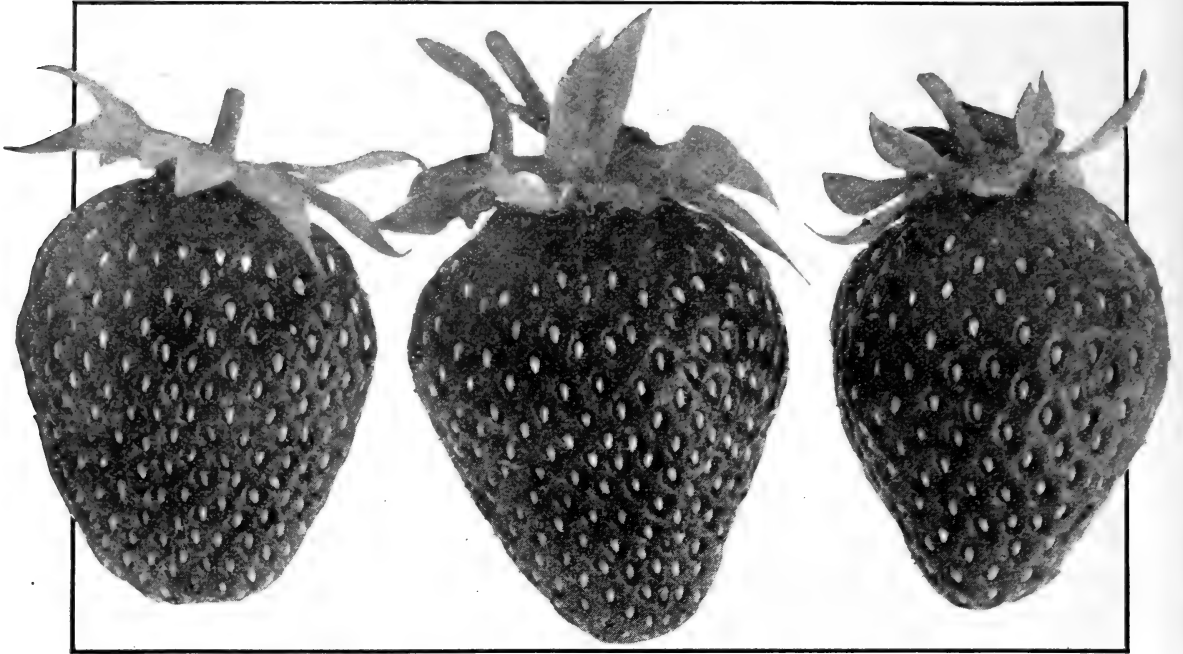
DAVID L. VANBUSKIRK.

Kellogg Berries Win a Special Prize

Dundas, Ont., Jan. 27, 1913. "Last season our strawberries grown from your plants were in such demand that we could not supply them in sufficient quantities though we were

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

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SENATOR DUNLAP, MALE OR BISEXUAL—MEDIUM

It seems quite unnecessary that we should give a detailed account of this variety which for so long a time has been recognized as one of the greatest of the standard varieties. In a word, the Dunlap is an ideal variety from every point of view. There are few varieties that are grown successfully over a larger area than the Dunlap. The Dunlap calls for a very rich soil, and from Tennessee to remote regions in Northern Canada Dunlap yields large quantities of rich, juicy fruit wherever, as we say, favorable soil conditions are provided. No better test of its universality can be made than the fact that we ship this variety to every state in the union. This is the sixteenth year we have offered Dunlap to our patrons, and we do so with increasing confidence every season, perfectly satisfied that it will give every grower just the results he desires. Grown at all our farms.

charging one-third more than the market price. Last year I showed six large plates of strawberries at a horticultural exhibition in Hamilton, Ontario, which secured a special prize as the finest strawberries they had ever seen."

SWITHIN KING.

Delighted With Kellogg Berries

Owen Sound, Ont., Feb. 5, 1913. "I have already purchased from you enough plants of the Wm. Belt, Glen Mary and Clyde varieties to set out an acre and have taken off one crop, with which I am entirely delighted. I can not say too much for those wonderful berries. I intend to get more plants next year and to continue growing Kellogg's berries."

MRS. ESTHER J. SCOTT.

Kellogg Berries Astonishingly Fine

Millar's Corners, Ont., April 1, 1913. "It gives me pleasure to report to you how the plants purchased from you have turned out. I was astonished at the results, as I never had seen vines loaded with berries as they were. Not only did we have a big yield, but there was a demand for the fruit in excess of the yield, and I got the highest prices for my berries, they were so large and finely flavored. The four large berries illustrated in your catalog did not flatter them at all, for we have had just as fine and large ones as any you have pictured there."

ROBERT GIBSON.

Kellogg Berries Command High Price

South Vancouver, B. C., June 23, 1913. "My plants purchased from you are doing very well and my berry patch is the talk of the neighborhood. I am selling berries at 15 cents a box straight, whereas other berries are being sold at 10 cents and as low at three for 25 cents. Your plants are surely O. K. J. F. WILKES.

Dornan Led Them All

WRITING from Painted Post, N. Y., under date of January 23, 1913, E. E. Mayo says: "In 1910 I purchased 8500 plants of you and they have done finely. Last year I took the

lead in this section with the Dornan berry. I had a ready market and at better prices than any one else around here. Fifteen berries would fill a standard quart basket."

A Word From Farm Journal

PHILADELPHIA, Pa., May 22, 1913.

R. M. KELLOGG Co., Three Rivers, Mich.:

Gentlemen—"In a letter from one of our subscribers, J. C. Rogers of Bogard, Missouri, we are interested to read as follows:

"I got one thousand plants from the Kellogg Company and they were good plants, properly packed. I like to deal with a firm like Kellogg's."

"We send this along to you because we believe that the time to send flowers is when the man is alive to appreciate them.

"Yours very truly,

"WILMER ATKINSON CO."

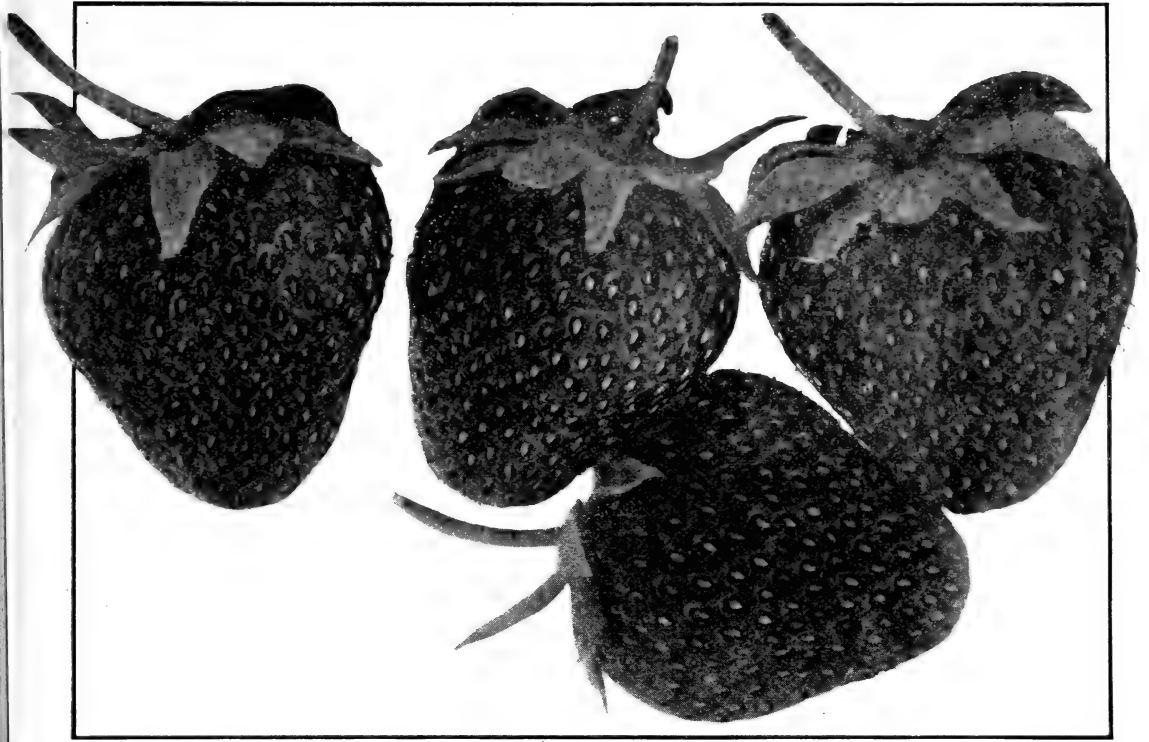
Why Some Plants Do Not Fruit

RECENTLY we received from a horticultural journal a request to answer a subscriber's inquiry, "Why do some plants fail to fruit?"

The reason is a simple one. When plants fail to fruit, it indicates that they have become weakened by pollen secretion and seed production, due to lack of restriction or improper selection, or both. Runner plants always inherit the characteristics of the mother plant; therefore, plants that come from unfruitful plants will be unfruit-

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THE EVER-BEARING OR FALL-BEARING SUPERB—MALE OR BISEXUAL

SUPERB is a truly wonderful fall-bearing variety, and what makes it unusually profitable is the fact that it also produces a heavy yield of choice fruit in the early summer, along with the standard varieties. On all our farms the Superb was simply loaded with choice berries from early in June until July, at which time the plants ceased bearing, but again began to fruit heavily in August. They continued to give large yields of choice berries throughout August, September and in October up to the time the ground was slightly frozen. Superb has a beautiful dark-green foliage. The plants grow tall, which is a perfect protection to the blossoms during early frosts in the fall. Plants of this variety which are set in the spring should have the blossoms removed until the first of July. The remainder of the blossoms may be left to develop into berries, and a good crop of fruit will thus be secured the same season the plants are set without injury to the plants. It is a prolific runner maker. We are very enthusiastic over the Superb, and urge all of our customers to give it a thorough trial, confident it will make a wonderful showing. Superb is grown at all three of our farms, and deserves a thorough testing out in all sections of the country.

ful. All species of plants must move in some direction—the orderly processes of nature never cease. So, if a plant has become weakened in its fruit-producing organism to such an extent that it no longer will build up a fruit-bud system, its energies will be expended in the multiplication of barren runner plants.

A barren plant will make more runners than a heavy fruiting plant of the same variety. It is apparent, therefore, that weakened plants which make more runners than strong fruiters, eventually will monopolize the field, and fruit production will decrease in the same ratio that the runner plants of the unfruitful kind increase. This explains why a variety deteriorates or “runs out,” as it is commonly expressed.

It also explains why it is that plant growers who do not give proper attention to selection and restriction can sell the runner plants so numerously produced at lower prices than can be done by propagators who grow plants only from carefully selected mother plants. An instance illustrating this practice is reported to us in a letter received last spring in which the writer advised us as follows:

“R—— is getting a lot of business. He has sold all of his own plants and has bought up all the plants in the neighborhood, taking them

from fruiting beds or anywhere else he can get them. He pays his neighbors \$1.00 per thousand for them in the ground, and sells these plants for \$2.50 per thousand. He puts out lots of awful stuff, and more than that he puts it out in a disgraceful condition; but his *price* seems to attract business.”

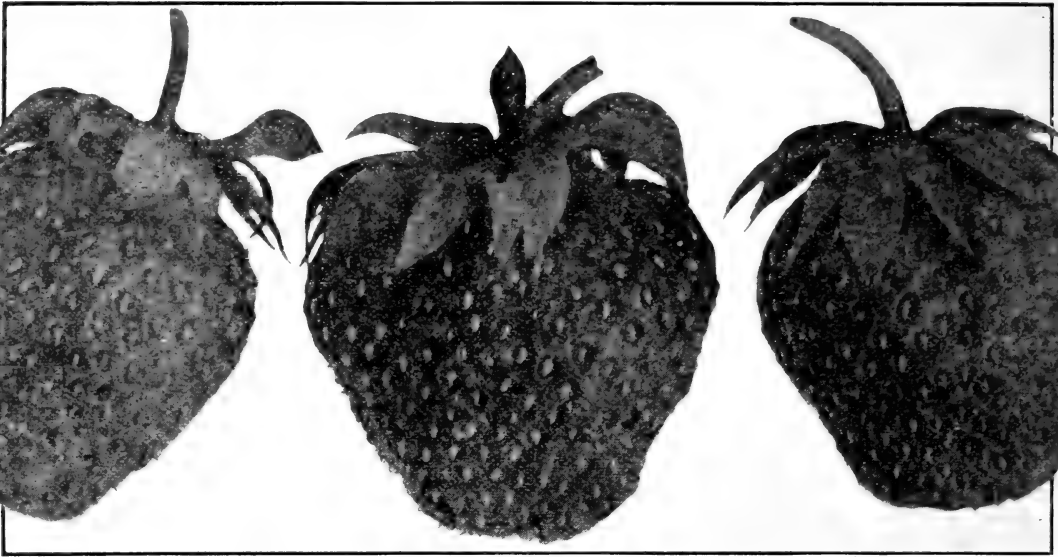
With the Kellogg methods of selecting only from plants having the heaviest fruit-producing organism, the barren plants are eliminated, and all varieties naturally become stronger fruiters with the succeeding years.

Our Fall-Bearing Varieties

WHEN the fall-bearing varieties first came into prominence we were rather slow in recommending them to our customers because we felt it our duty to first test them out before inviting our customers to purchase the plants. It always has been our rule thoroughly to test new varieties of all kinds in different soils before offering them to our trade. During the past three or four years we have been experimenting quite extensively with the fall-bearing varieties; the results secured convince us beyond all doubt that these varieties have come to stay.

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✓ THE EVER-BEARING OR FALL-BEARING PRODUCTIVE—FEMALE OR PISTILLATE

PRODUCTIVE is a pistillate fall-bearing variety of great promise. It is a very heavy yielder, and the berries are large and of splendid quality. The Productive, the same as all pistillates, should be set between flanking rows of such bisexual fall-bearing varieties as Superb or Progressive in order to be properly fertilized. The foliage of Productive is very dark green. It has long leaf-stems which serve as a protection to both fruit and blossoms. This variety, the same as Superb, gives a good crop of choice berries in the early summer and continues fruiting up until freezing. It is a good runner maker. It seems to be at home in all soils and succeeds under all climatic conditions. No grower need hesitate to set the Productive. This variety, like most fall-bearing varieties, gives berries of rounder form during the fall months than in the early summer, and it has been our experience that the fall-bearing varieties give berries of a milder flavor during the fall months than in the early summer months. Be sure and include a liberal number of these plants in your order. Productive is grown only at our farm at Three Rivers

We do not hesitate to say that you may purchase plants of the fall-bearing varieties with full confidence that they will give you a large crop of fancy berries during the late summer and fall months just the same as they will in the early summer months.

In 1912 our fall-bearing varieties began fruiting with us as early as any variety on our farm, and they continued to fruit up until the ground was slightly frozen. We had strawberries-and-cream and short-cake throughout the month of October.

Our experience with these varieties in 1913 has been the same as that of 1912. We are now testing these varieties in our experimental gardens here at Three Rivers, at Twin Falls, Idaho, and at Canby, Oregon, and the reports which come to us from the managers of our Western farms regarding them are very gratifying, indeed. This leads us to believe that the fall-bearers are to be a universal success, and that they are not particular as to any certain kind of soil or climatic conditions.

Just how cheaply these plants may be grown is a question which must be determined later on, but just at present it is impossible, as we see it, to grow these plants and sell them at lower prices than those we quote in this book, for the simple fact that these varieties are practically new and, therefore, scarce and expensive. Another thing which must be taken into consideration in the growing of the fall-bearing varieties is that these varieties bloom very heavily throughout the entire summer months, which makes it necessary for us, who grow for plants rather than fruit, to go over the plants every few days and remove the blossoms to prevent the weakening of the

plants by pollen secretion and seed production. This is something the grower will not have to do because he is working for berries and not for plants.

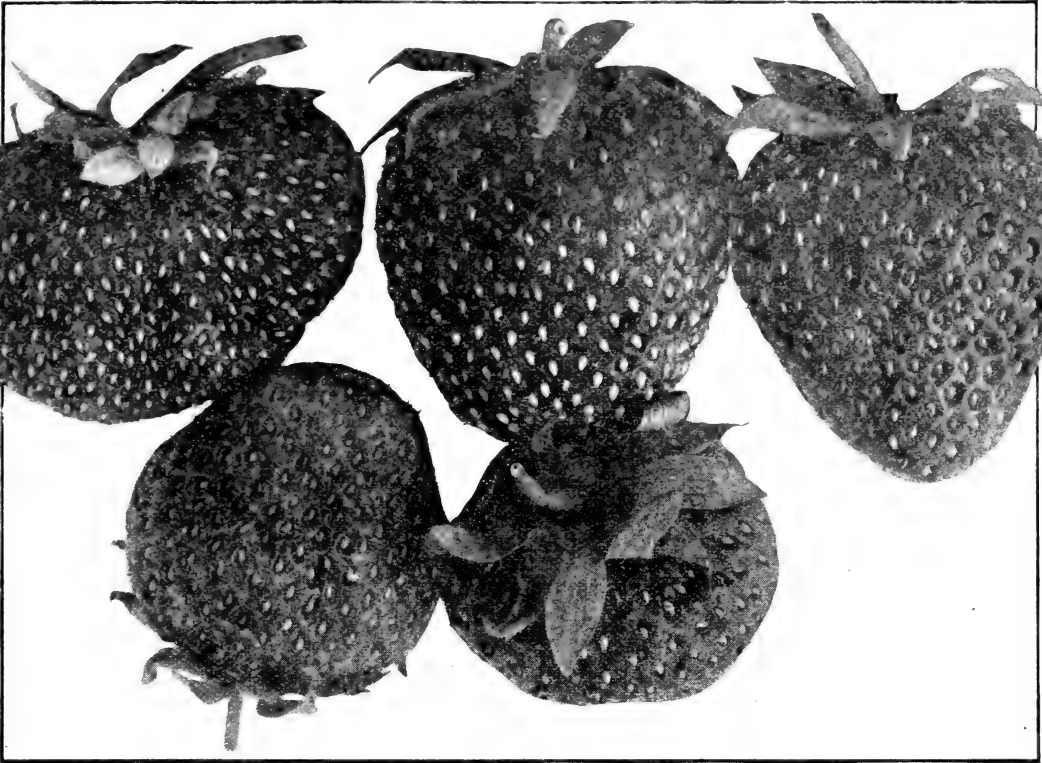
When you take into consideration the fact that these fall-bearing varieties begin fruiting early in the summer and continue to fruit heavily up until very late in the fall, the prices at which we are selling the plants make them quite as inexpensive as the old standard varieties, because they have so long a fruiting season that they will naturally give you many more quarts of berries per acre, and their fruit in the fall will command a very high price. The fact that these fall-bearing varieties make fewer runners than the standard varieties is another reason why the plants of these ever-bearers cannot be sold as cheaply as the standard sorts.

Growing the fall-bearing varieties for fruit only is a very simple matter. Indeed, we believe that the fall-bearing varieties are much more easily handled in the fruiting bed than are the standard varieties, because the fall-bearers do not make as many runner plants as do the standard varieties, and it is our observation that the fall-bearing varieties really are more hardy than most of the standard sorts. Another feature in favor of the fall-bearing varieties is the fact that they may be set in the early spring months and, by removing the blossoms up until the middle of June, they may be allowed to fruit that same fall. And where well-developed plants are used and are given good care, it is possible for the fruit grower to secure a generous crop of fine fruit the season they are set out.

That the fall-bearers greatly enlarge the field of the strawberry grower and extend the bounds

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✓ THE EVER-BEARING OR FALL-BEARING AMERICUS — MALE OR BISEXUAL

AMERICUS enjoys an almost universal popularity, and yields large quantities of fine-quality fruit. The foliage of the **Americus** grows close to the ground, similar to such varieties as **Bubach** and **Aroma**. It is wonderfully productive. The berries are of good size and form as will be seen by the illustration shown herewith. It has been tested in most every state and never fails to give satisfaction. **Americus** behaves the same in its fruiting capacity as the **Superb**, **Progressive** and **Productive**; that is to say, it fruits heavily in the summer, and after the plants have had about six weeks' rest another set of fruit buds develop and it begins to fruit in August and continues throughout the fall months. All fall-bearing varieties give the growers much pleasure and profit. Having berries during the fall months makes it an easy matter to get big prices which result in big profits. It is easy to build up a trade in fall strawberries. **Americus** is grown only at our Three Rivers farm. Be sure and order generously.

of his business very widely, is not to be questioned. They have gone quite beyond the experimental stage and are as dependable and as true to type as are the standard varieties.

Strawberries Under Irrigation

EXPERIENCE is the great teacher after all, and we learn from her from year to year just what methods are the best, frequently modifying them to suit the later discoveries which actual experience has made. A case in point is suggested by a letter recently received from the manager of our branch farm at Twin Falls, Idaho, where the water supply is entirely by irrigation. He says: "We have found by actual experience here that setting plants in dry soil and then turning on the water and allowing it to settle the dirt around the roots, is a much better method than that of watering the ground before setting." The fine plants that have resulted from this way of handling the water at plant-setting time is a sufficient endorsement of this plan, and we can cordially recommend our friends in the irrigating districts to try it out.

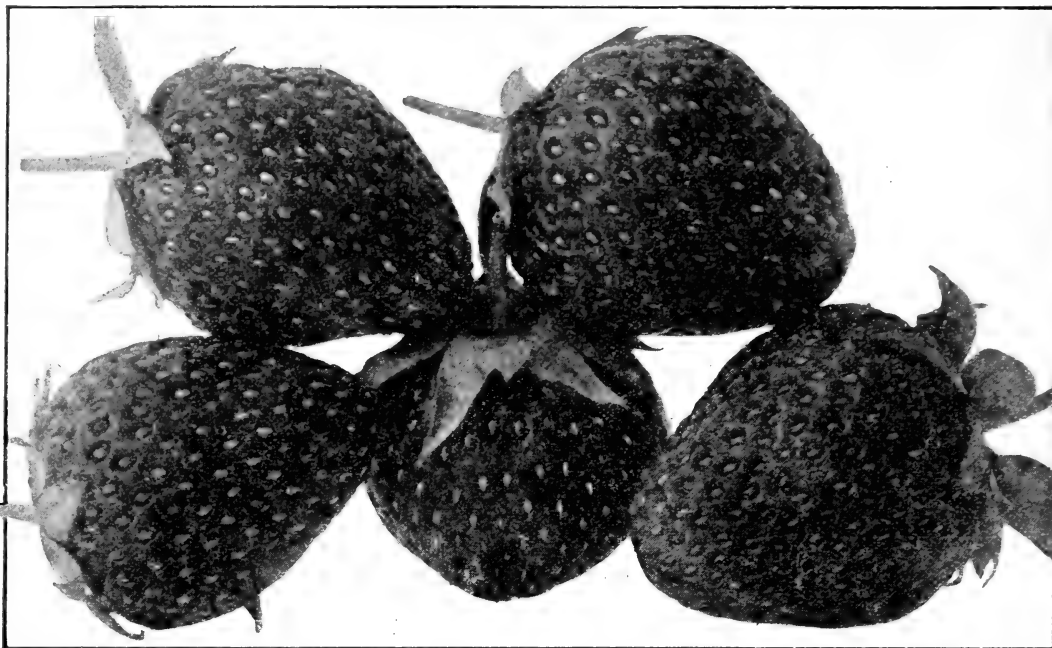
Growing strawberries under irrigation is a very simple matter, and the results that are achieved in the way of immense crops of beautiful fruit are amply exemplified in all parts of that great sec-

tion of our country once called the "dry belt," but which now is recognized as the most wonderful agricultural and fruit-growing empire known.

In setting out the plants a furrow should be made where each row of plants is to be set. A horse-drawn implement is used, known as a corrugator—a two-wheeled implement it is, with adjustable wheels of iron, shaped somewhat like an automobile tire and about the same size. For strawberries the wheels should be adjusted to make two corrugations at a time, forty-two inches apart. Then set out the plants as would be done anywhere, turn the water on, as above described, and let it run through the corrugations until the soil is thoroughly soaked all around the plants. This will furnish sufficient moisture to start the feeding roots. Leave the furrows undisturbed until after you irrigate the plants again, or until the plants have attained sufficient growth to make a row across the field so plain that you can follow it easily while cultivating. Then, cultivate as soon as the soil will permit, and continue cultivating every week or ten days until the plants indicate that they require more moisture, then irrigate again. Continue irrigating and cultivating in this manner throughout the entire growing season, irrigating, of course, only as moisture is needed. This easily may be determined by the appearance of the plants, also by

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THE EVER-BEARING OR FALL BEARING PROGRESSIVE—MALE OR BISEXUAL

PROGRESSIVE, like *Americus*, is a prolific bloomer and a heavy yielder. The berries are delicious throughout the entire season and always command a high price and make large profits for the grower. It is a prolific runner maker. As its name indicates, it represents the progress made in the development of ever-bearing strawberry plants, and up to date there is nothing known that excels this great variety in all of the points that make for excellence in strawberries. The four great ever-bearing varieties we carry and illustrate herewith are unexcelled by any other varieties ever originated. No strawberry grower should longer be without a generous quota of these varieties which extend the fruiting season up to the verge of winter; at least all growers should try out this very valuable and profitable variety. *Progressive* is grown at Three Rivers and Twin Falls.

the appearance of the soil when you dig into it. The preparation of the soil and all other work connected with the growing of strawberries is the same in an irrigated country as in any other.

Transportation Rates on Plants

FOR the information of our customers we give herewith parcel post and express rates on small packages of strawberry plants. The postage rate on strawberry plants is uniformly 8c per pound no matter to what part of the United States the plants may go. The parcel post rate on plants going into Canada is 12c per pound. On plants shipped from Three Rivers and Twin Falls we make a uniform charge of 20c per hundred plants by parcel post to points in the United States and 30c when shipped into Canada. All plants shipped from Canby are much larger and heavier than those grown at Twin Falls and Three Rivers, and the uniform rate for 100 plants shipped from Canby to points in the United States will be 30c and to points in Canada the rate on each one hundred plants will be 45c. As nearly as can be estimated, our strawberry plants grown both at Three Rivers and Twin Falls will weigh on the average 25 pounds to the thousand plants. The plants grown at Canby, Oregon, weigh on the average from 36 to 40 pounds to the thousand.

All plants shipped by parcel post should be insured. You then will be sure to get the plants or have your money refunded. Add 5 cents for each 100 plants or less, and we shall see that the package is insured. We assume no responsibility for packages shipped by mail. The government as-

sumes all risk for *delivery* of insured packages.

Express companies carry small packages of strawberry plants at approximately the same rate as the post-office department, and in the case of the express companies there is no distinction between the United States and Canada. In order to take advantage of this rate, which the express companies call "Special D," the express charges must be prepaid. On orders of 200 plants or less, if shipped from Three Rivers or Twin Falls, or 150 plants or less if shipped from Canby, the charges will be cheaper if prepaid. For the numbers above specified we make a uniform express charge of 20c per hundred plants from Three Rivers and Twin Falls, and 30c per hundred plants from Canby. On an order for more than 200 plants (or 150 if shipped from Canby) the regular rate for plants will be cheaper, and there will be no advantage in prepaying express charges.

The minimum charge for an express package is 20 cents.

The great advantage of shipping plants by express lies in the fact that the plants travel in an open car instead of a closed mail sack. Under parcel post rules, it also must be remembered, packages weighing as much as twenty pounds will be placed in the same mail sack with packages of plants. It readily will be seen that there is considerable risk when heavy, bulky packages of such dimensions are put into the same mail sack with perishable plants. Under the circumstances, therefore, we do not hesitate to advise our customers to use express, even for small packages, wherever it is possible to do so.

Wonderful Performance of Kellogg's Prize

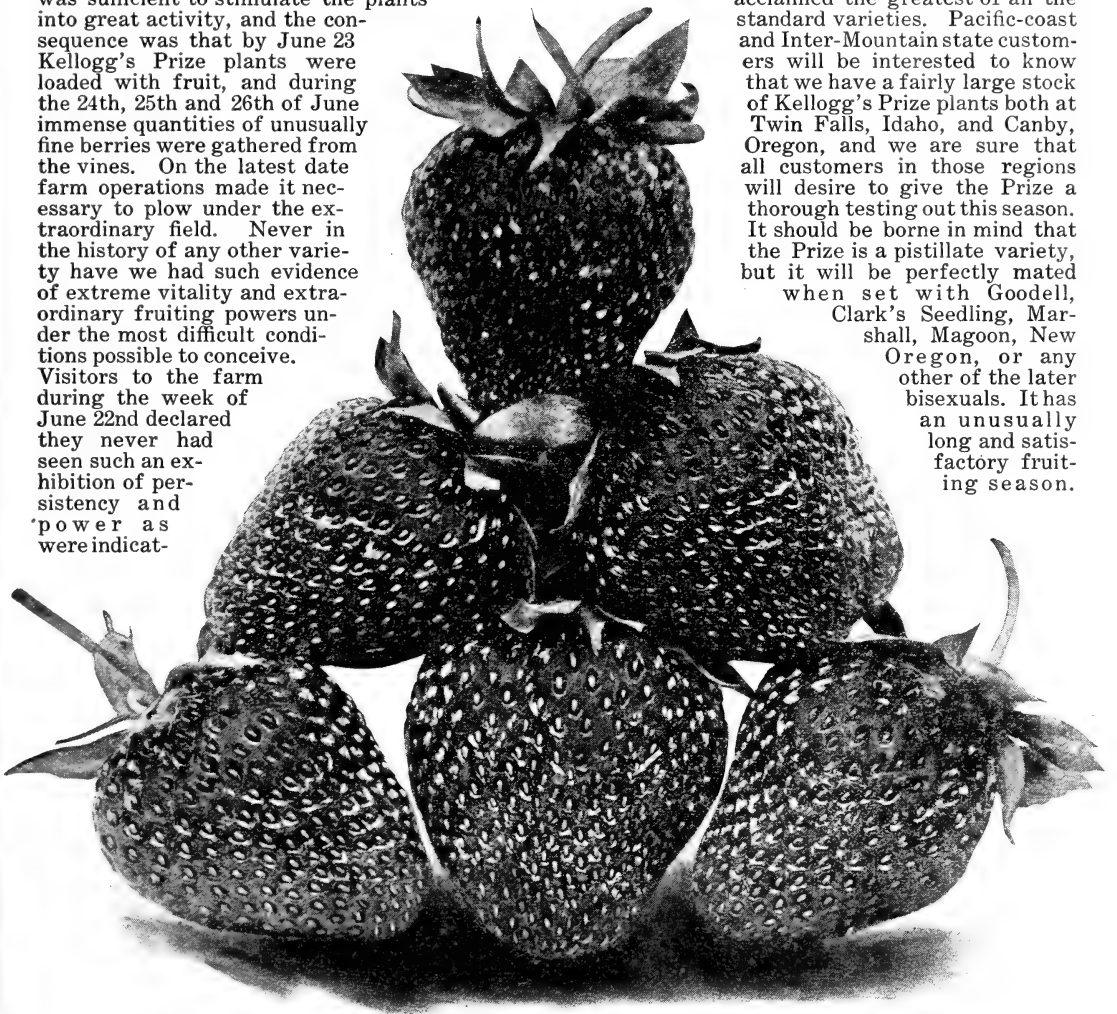
EVERY statement made in our 1913 book relative to Kellogg's Prize was more than confirmed by actual experience last season. Circumstances made it possible for us to fruit six long rows of this variety in 1913. The results secured in the way of immense quantities of delicious and fairly large berries, notwithstanding the most extraordinary vicissitudes through which the plants had gone, were indeed remarkable. Between the 6th and 12th of May water froze twice at Three Rivers to a thickness of a quarter of an inch. This resulted in the destruction of the blooms of peaches, pears, plums, cherries and apples, and of course, resulted in destroying all strawberry blooms. Then followed three weeks of drouth with alternating cold and extremely hot weather, and on the nights of the 6th, 7th and 8th of June heavy frosts followed a period of extreme heat. There was no rain until the 19th of June, but this rain was sufficient to stimulate the plants into great activity, and the consequence was that by June 23 Kellogg's Prize plants were loaded with fruit, and during the 24th, 25th and 26th of June immense quantities of unusually fine berries were gathered from the vines. On the latest date farm operations made it necessary to plow under the extraordinary field. Never in the history of any other variety have we had such evidence of extreme vitality and extraordinary fruiting powers under the most difficult conditions possible to conceive. Visitors to the farm during the week of June 22nd declared they never had seen such an exhibition of persistency and power as were indicat-

ed by Kellogg's Prize. Letters from customers in many sections of the country are to the same effect.

Kellogg's prize is as remarkable for the high quality of its fruit as it is for the immense yields that have made it famous wherever grown. That it occupies first place among the pistillate varieties is the universal opinion of those who have observed its performance. This variety fruits from mid-season to extremely late. To be more specific, from mid-June to mid-July in this latitude. The fruit is of high color, delicious flavor and large size—an ideal berry for the family garden or for the extensive grower. We are receiving the most flattering testimonials from customers who are growing them concerning their development and promise, and after they have fruited in 1914 in the fields of the many customers who now are growing them we have no

doubt but Kellogg's Prize will be acclaimed the greatest of all the standard varieties. Pacific-coast and Inter-Mountain state customers will be interested to know that we have a fairly large stock of Kellogg's Prize plants both at Twin Falls, Idaho, and Canby, Oregon, and we are sure that all customers in those regions will desire to give the Prize a thorough testing out this season. It should be borne in mind that the Prize is a pistillate variety, but it will be perfectly mated when set with Goodell,

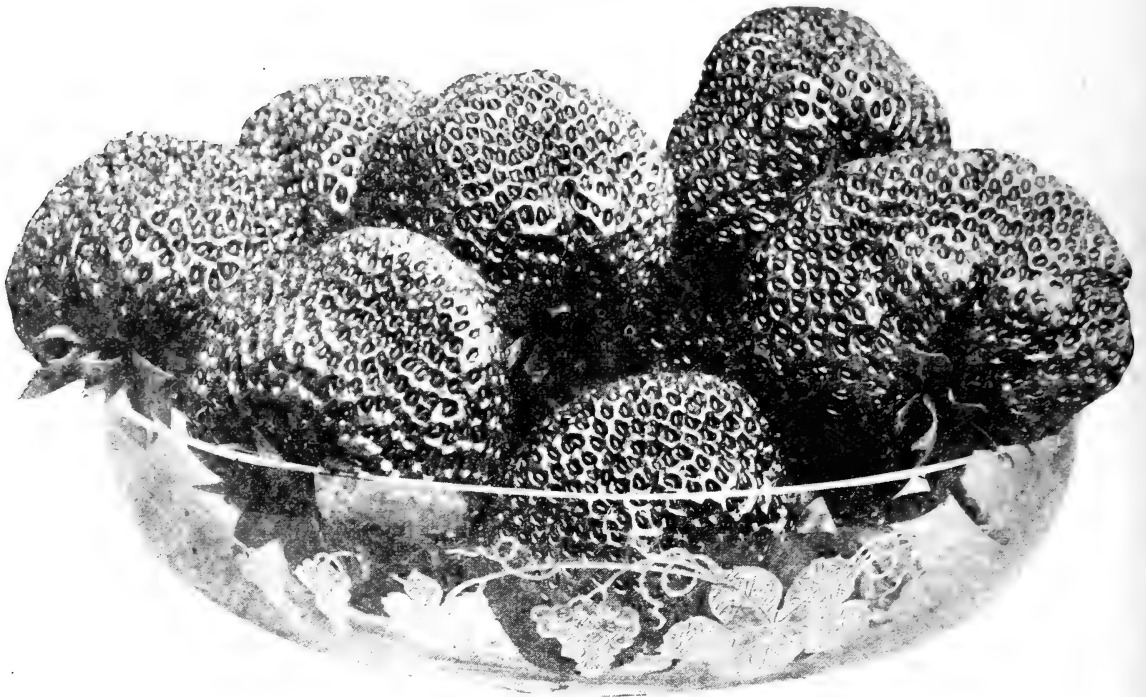
Clark's Seedling, Marshall, Magoon, New Oregon, or any other of the later bisexuals. It has an unusually long and satisfactory fruiting season.



SIX SPECIMEN BERRIES OF KELLOGG'S PRIZE

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

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HELEN DAVIS, MALE OR BISEXUAL—MEDIUM LATE

HELEN DAVIS, the famous variety which we presented to the strawberry world in 1911, continues to win new triumphs over a very wide area, and already is recognized as one of the most important originations of recent years. It comes as near to being a universally successful variety as anything we know, and in many sections of the country it has won the enthusiastic admiration of leading growers. It stands unexcelled as a drought resister. It gives us great pleasure to be able to make this report concerning this fine variety, which is based not only upon our own experiences, but upon the success of our customers. Here is a specimen letter received relative to this variety, which comes to us from John McDermott of Peoria, Ill., who, writing under date of May 21, 1913, says: "The 25 Helen Davis plants I received from you in the spring of 1912 have done exceedingly well. You can see them in the front part of the picture I send you—the first two rows." (See Page 14 of this book). Mrs. J. G. Anderson of Elmhurst, Ill., writes us that from 25 Helen Davis plants she gathered 84 quarts of fine large sweet berries. J. O. Staats, of Edgewood Fruit Farm, Dana, Ind., writes: "Of all the varieties I ever have tested, I have found nothing else to equal Helen Davis. Such piles of berries I never before have seen. If your Kellogg's Prize equals them, it will be a wonderful berry." We cannot too strongly recommend this great bisexual. Grown at Three Rivers and Twin Falls.

Brief Descriptions of Varieties We Carry, But Which Are Not Illustrated in This Edition

EXTRA-EARLY VARIETIES

✓ Excelsior, B. (Male)

EXTRA-EARLY. Bisexual. This variety grows generous crops of dark-red berries, quite tart, but of high quality when grown in the South. It is one of the most popular varieties in the Gulf region, where commercial growers produce it year after year because of its high qualities as a shipper. Form, color and flavor are retained for many days after picking. This is the eighteenth year we have listed this variety. Grown at Canby and Three Rivers.

✓ August Luther, B. (Male)

EXTRA-EARLY. Bisexual. Famous as a prolific yielder of finely formed and deliciously sweet fruit, this variety has won great distinction in all sections of the country, but is particularly popular on the Pacific Coast. The berry is bright colored, medium large in size, round in form, tapering to an obtuse point. We have supplied a very large territory with this variety for fifteen years. Grown at Three Rivers and Canby.

✓ Michel's Early, B. (Male)

EXTRA-EARLY. Bisexual. This is the twenty-third season we have offered this universal favorite. Of excellent flavor, never very large in size, but thoroughly dependable, Michel's Early has won for itself a permanent place among the commercial growers covering nearly every section of the country. Rich crimson in color, this color extending almost evenly over the entire surface, varied as to form from top-shape to round, it is an ideal variety both for its excellence as a table berry

and as a shipper. It is quite as popular in the home garden as it is in extensive fields. Grown only at Three Rivers.

✓ Climax, B. (Male)

EXTRA-EARLY. Bisexual. The berries of this variety are rich red, conical in shape and have a glossy and very beautiful surface. There are few varieties more attractive on the market than the Climax. It is popular with commercial growers because the flesh is firm, making it a strong shipper, and is rich and juicy and of extremely delicious flavor. This is the tenth year we have offered Climax to our trade and it has won great favor in many sections of the country. Grown only at Three Rivers.

✓ Texas, B. (Male)

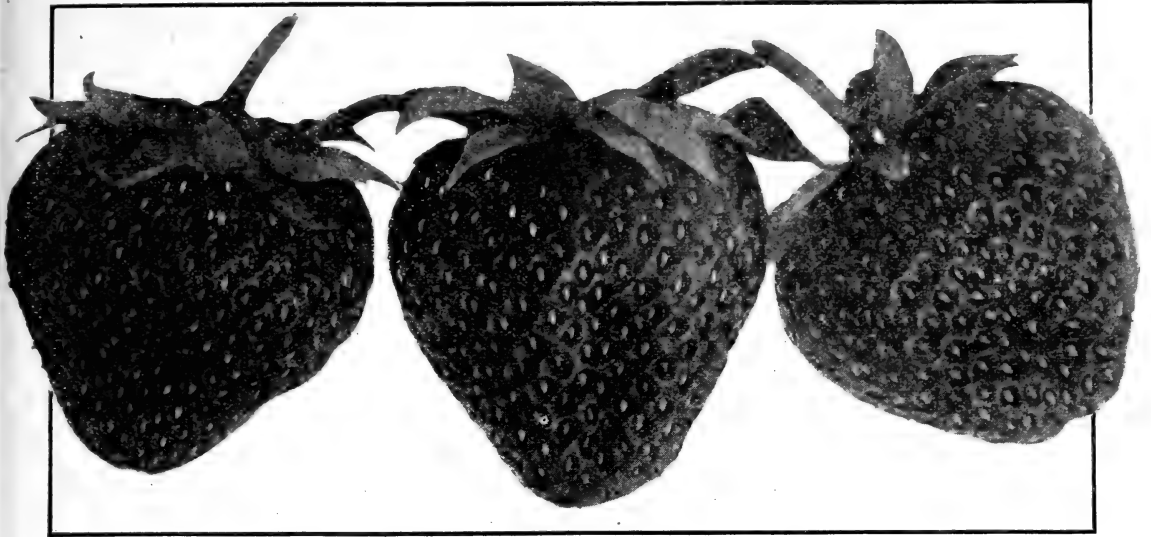
EXTRA-EARLY. Bisexual. Berries are crimson, big and glossy, with dark-red cheeks shading to rich cream. Firm of flesh, it is popular among commercial growers for its ability to stand long-distance shipping. The meat is rich, juicy and the flavor distinctly tart. It is not particular as to soil and climate, but yields generous crops in practically all sections of the country. Grown only at Three Rivers.

✓ Virginia, P. (Female)

EXTRA-EARLY. Pistillate. This variety has a steadily growing popularity in the Southern states, yields generous quantities of fine fruit, the form of which is almost always round, the berries hanging pendant on powerful stems held high by the massive plant. Fruit ranges from scarlet to crimson. It is a splendid shipper, a heavy yielder and a deep

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AROMA, MALE OR BISEXUAL - LATE

FOR several years the habitat of Aroma was limited to the Southwestern states, but during the last four or five years it has steadily grown in popularity over the country, and now it is recognized as one of those varieties which may be grown with success almost universally. Aroma grows a very large berry and is very prolific of them. The flavor of the fruit is deliciously aromatic, as its name suggests, and is very rich. The flesh is smooth and solid and very firm, which explains its universal popularity among the large commercial growers of the Southwest. When packed for market there are few varieties that excel it in beauty and attractiveness, as the prominent yellow seeds heighten the effect of the bright red of the flesh of the berry. Aroma is a fine pollenizer for late pistillates, and both its blooming and picking season are unusually long. The foliage is smooth, deep green, of spreading habit and gives the sun a clear right of way to the crowns. This is the twenty-second year we have offered Aroma, and, as we have said, it is steadily advancing in popularity. Grown at Three Rivers and Twin Falls.

rooter. Longfellow is a perfect mate for Virginia. This is the seventh year we have been breeding this variety. Grown only at Three Rivers.

EARLY VARIETIES Highland, P. (Female)

✓ **EARLY.** Pistillate. Highland is famous for its large yields of berries, which resemble very closely those of the Crescent, the fruit of Highland being somewhat larger, however. In color it is a bright scarlet, and the flesh is red throughout. We do not recommend this variety for long-distance shipping. This is the fourth year we have carried this variety on our lists. Grown only at Three Rivers.

Lovett, B. (Male)

✓ **EARLY.** Bisexual. The fact that this is the twenty-second season we have offered this old favorite should be a sufficient indication of the esteem in which it is held. This variety produces large berries, deep crimson in color, which for the most part are conical in shape. The flesh is a dark, rich red and very juicy. It is a great shipper, retaining form and color for many days after picking. Grown only at Three Rivers.

Bederwood, B. (Male)

✓ **EARLY.** Bisexual. No higher tribute need be paid this variety than to say that this is the twenty-seventh year we have grown it, and that it steadily increases in popularity in northern latitudes and in high altitudes. In color the berry is a delicate crimson, having a glossy surface, in which are embedded bright, yellow seeds. In size the berries are medium, and in addition to their excellent flavor are famous for fine shipping and canning qualities. It has a long blooming season and is a strong fertilizer. Grown only at Three Rivers.

Clyde, B. (Male)

✓ **EARLY TO LATE.** Bisexual. For twenty years this variety has been propagated on our farms, and its universal popularity is indicated by the fact that it has shown itself to be successful in all Northern states and from southern California to northern British Columbia on the Pacific Coast. Of late years it has become an especial favorite with the California trade, one very extensive grower in that state having adopted Clyde as his sole variety, after testing out more than fifty other varieties. It is a strong pollenizer of pistillate varieties. Grown on all our farms.

Tennessee Prolific, B. (Male)

✓ **EARLY.** Bisexual. One of the sweetest and most delicious berries ever originated, and as prolific as it is excellent.

Medium large, bright crimson and, for the most part, long and corrugated in shape, the berries of the Tennessee present an inviting sight when neatly packed and placed upon sale. It is an excellent shipper and is equally popular as a canner. This is the twenty-sixth year we have offered this great variety. Grown only at Three Rivers.

Wolverton, B. (Male)

✓ **EARLY.** Bisexual. This variety has won a host of admirers during the twenty-four years we have offered it to our customers, and there always is a steady demand for this variety in the sections where it is best known. Crimson in color, perfect in form, it is very attractive to the eye, and its delicious flavor is pleasing to the palate. It is one of the richest berries grown. Grown only at Three Rivers.

Crescent, P. (Female)

✓ **MEDIUM EARLY.** Pistillate. For twenty-nine seasons we have offered this extraordinary pistillate to our customers, and the fact that its popularity never has waned is the highest tribute we can pay to its general excellence. In size the berries are medium and the larger proportion of them are broad wedge-shape, tapering to a dull point. In color the fruit is excellent, the flesh is close-grained and solid, the flavor is deliciously tart and the berry exceedingly juicy. Crescent ranks very high both as a shipper and canner and is a prime favorite for table use. You always may count upon large yields of fine fruit from this variety. Grown only at Three Rivers.

Staples, B. (Male)

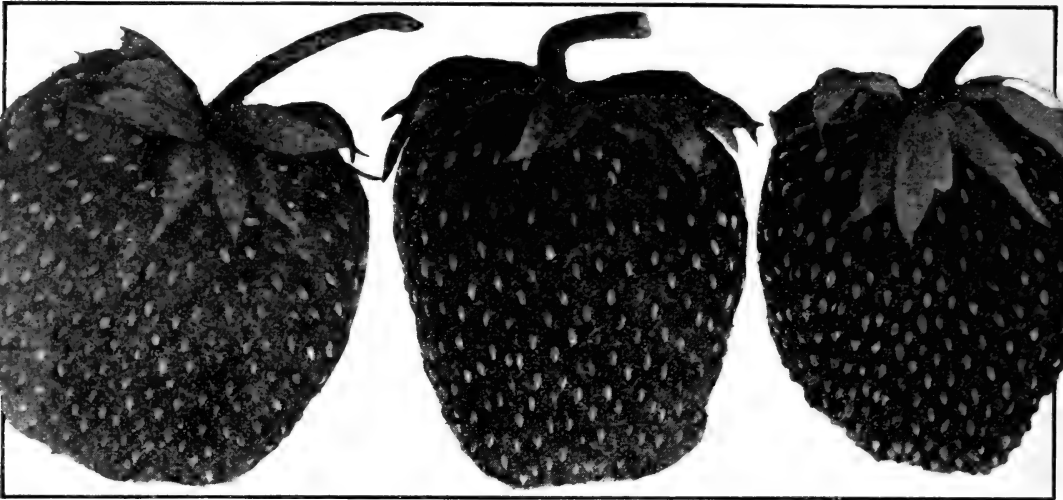
✓ **EARLY.** Bisexual. This is the third season we have offered Staples to our customers, and it already has won high popularity. Resembling in some of its characteristics the old and popular Warfield, it has the added advantage of being a strong bisexual. It is of perfect-strawberry form, ranging from rich crimson to deep wine in color. Staples has what we may call the true strawberry flavor and is deliciously tart. One of our customers who ranks among the large commercial growers of the country has adopted Staples and Longfellow as the sole varieties grown for his trade. Grown only at Three Rivers.

Jessie, B. (Male)

✓ **EARLY.** Bisexual. Among growers who aim to produce fancy strawberries and who find their soil well adapted to its production, Jessie ranks among the leaders. Under right conditions it is one of the most satisfactory varieties produced by commercial growers. It is an extremely heavy yielder of

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GOODELL, MALE OR BISEXUAL—LATE

THE Goodell was originated in the state of Washington and has been thoroughly tested throughout the Pacific-Coast states where it universally has given splendid results. The foliage is a beautiful light green in color. It is very productive; the berries are large and glossy and of splendid flavor and good shipping qualities. The calyx remains green throughout the season, which adds greatly to the beauty of the berries. In some respects the berry resembles in color and form the Marshall. The plants are vigorous growers. Plenty of runners are formed, and it is easily handled in the fruiting field. We are growing this variety at our Canby, Oregon farm and at Three Rivers, and we have every reason to believe that it is to become a universal favorite. We are confident that all growers will find it to their interest to test the Goodell and that it will please them in every way. Our plants of this variety are exceptionally fine. They are deep rooters and make strong growth under adverse conditions.

highest quality fruit and adds to these advantages that of being an excellent fertilizer for early pistillates. Grown only at Three Rivers.

Lady Thompson, B. (Male)

EARLY TO LATE. Bisexual. A general favorite everywhere throughout the Gulf states and making fine success in all sections south of the Ohio River. Lady Thompson is bright red in color, and is shaped like a top, tapering to an obtuse point—a perfect strawberry form. Berries are medium large; the seeds are red and add much to the appearance of the fruit when packed neatly for market. The meat is solid pink in color and deliciously rich in flavor. This is the thirteenth year we have offered Lady Thompson to our trade. Grown only at Three Rivers.

Missionary, B. (Male)

EARLY. Bisexual. For the first time we are offering this comparatively new but already popular variety to our trade. Along the Atlantic seaboard and in all of the Gulf states it already is recognized as a variety of highest value. We expect that in the next few seasons it will become as well and as favorably known throughout the Northern and Central states as it is now in the Eastern and Gulf states. The berries of this variety are very large and beautiful in form; this variety is especially noted for its extremely heavy yields of fruit. It is one of the hardiest varieties known, and is also very popular with commercial growers because of its splendid shipping quality. The foliage of this variety is a light green and is very fine in every way. We hope that all customers in Eastern and Southern states may include an order for the Missionary in their 1914 consignments. Grown only at Three Rivers.

MEDIUM VARIETIES

Splendid, B. (Male)

EARLY TO LATE. Bisexual. The name of this variety is typical of the quality of fruit it produces. Large of size, round in shape, bright red in color, it is one of the most attractive varieties when placed on the market. Around the edges the fruit is bright-red, this color extending about one-third of the way to the center, when it changes to creamy white. Splendid is a strong bisexual and its season of bloom is very long. Throughout the Inter-Mountain and Southern states Splendid is a universal favorite. This is the fifteenth year we have bred this variety. Grown only at Three Rivers.

Parsons' Beauty, B. (Male)

MEDIUM. Bisexual. A universally popular variety, Parsons' Beauty is especially adapted to the higher altitudes and colder sections of the country. It is popular in the Northwest

Territories of Canada, in all of the Rocky Mountain states and throughout the northern states of New England. The berries of this variety are bright-red and are of mild and delicious flavor. An extra-strong shipper, it also is a very attractive variety when placed on sale. This is the twelfth year we have had this variety on our lists. Grown at Three Rivers and Twin Falls.

New York, B. (Male)

MEDIUM TO LATE. Bisexual. This variety produces exceptionally fancy fruit and always commands the highest prices in the cities. New York is bright blood-red in color with a shiny surface, and has seeds of nearly the same color so deeply embedded as to be almost invisible. In flavor the fruit is very mild. It is a prolific yielder and has a long ripening season. This is the fourteenth year New York has been under our methods. Grown only at Three Rivers.

Sharpless, B. (Male)

MEDIUM-LATE. Bisexual. Very much like Bubach in color and shape, the Sharpless has held its place among long-time growers for many years. In color it is a bright-red and its shape varies widely. The berries are large, the vines produce medium-size crops of rich and delicately flavored fruit, and from many sections of the country comes a uniformly strong demand for plants of this old-time variety. Grown only at Three Rivers.

Ohio Boy, B. (Male)

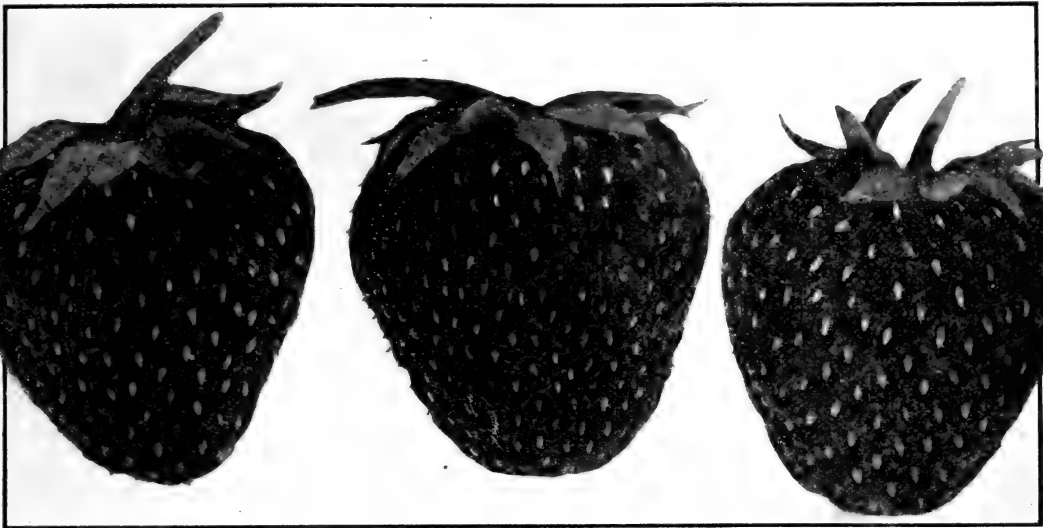
MEDIUM-EARLY. Bisexual. This variety is of recent origination, but already has won generous recognition from strawberry growers of the Central Western states. Our own experience at Three Rivers has convinced us that it is a variety that will hold a permanent place among extensive strawberry growers. It yields large quantities of dark-red berries, this color extending from circumference to center, and it is possessed of a rich flavor that makes it very attractive to the trade. Grown only at Three Rivers.

Clark's Seedling, B. (Male)

MEDIUM. Bisexual. Clark's Seedling was originated by Mr. Clark near the city of Portland, Oregon, and attained its early popularity under the name as here given. Very soon, however, it was almost universally adopted by strawberry growers in the famous Hood River region, and it was not long before it was known from one end of the continent to the other as the "Hood River." Therefore, in considering Clark's Seedling, please remember that it is identical with the "Hood River" variety. Its popularity is based primarily upon its extraordinary shipping qualities. Hundreds of carloads of this variety are shipped from the Pacific Coast to as far east as Chicago and arrive there in excellent condition. It is a

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MAGOON, MALE OR BISEXUAL—LATE

THIS variety is particularly adapted to Pacific-Coast and Inter-Mountain-State conditions and is grown by us only on our farms at Twin Falls, Idaho, and Canby, Oregon. From the far-western districts Magoon is shipped in carload lots to Chicago and other eastern markets after nearly all other varieties have quit fruiting. Magoon grows large berries of very rich flavor and bright red from circumference to center. It is found to be especially valuable in Oregon, Washington and British Columbia.

heavy yielder of fruit and is a fine canner as well as shipper. The fruit is large, of perfect strawberry form for the most part, and where given ample sunshine and air always wins high favor. The foliage is medium large, dark-green with spreading habit. We do not advise Clark's Seedling for the Eastern states, but cannot recommend it too highly for the Inter-Mountain and Pacific-Coast sections. Grown at Twin Falls and Canby.

✓ Bubach, P. (Female)

MEDIUM. Pistillate. This is the twenty-seventh year we have offered Bubach to our trade, and when we say that the demand for this variety in 1913 resulted in the complete exhaustion of our stock long before the shipping season closed, we are sure our friends will understand how high a place this variety occupies in the confidence of strawberry growers the country over. We have as yet been unable to discover any territorial limitation regarding this variety, and it appears to be universally popular wherever it has been grown. Bubach ranks among the very best varieties ever originated. Grown only at Three Rivers.

✓ Jerome, B. (Male)

MEDIUM EARLY. Bisexual. Growing rapidly in popularity throughout the Eastern states, Jerome also is becoming universally popular in the Rocky Mountain regions. The berries of this variety are bright-red, rich in flavor, and are splendid shippers. Jerome also is a strong pollinizer of pistillate varieties, and these numerous and important qualities promise to make it one of the most famous and generally grown varieties in the regions indicated. Grown at Three Rivers and Twin Falls.

✓ Enormous, P. (Female)

MEDIUM TO LATE. Pistillate. This is the nineteenth year we have offered Enormous to our customers, and we know of no better test of its qualities than its steadily increasing popularity with those who know it best. Under just the right conditions of soil and climate this variety grows such very large berries as to have won the name given it so many years ago. Not only is the berry large, but it is of fine flavor, the meat is juicy and rich, and its crimson color makes it very attractive when placed upon the market. Grown only at Three Rivers.

✓ Wm. Belt, B. (Male)

MEDIUM TO LATE. Bisexual. This variety we have carried on our lists for fifteen years, and like its great mate, Glen Mary, its popularity steadily grows. In the great Inter-Mountain-State region and particularly in Eastern Washington and throughout Montana and Idaho it ranks among the favorites. The berry produced by this variety is of great beauty and size. Fourteen berries of this variety covered more than a yard-stick in length, and five of them covered more than a foot rule, as indicated by the photograph sent us

from the Bitter Root Valley Irrigation Co. at Florence, Montana. Indeed, Wm. Belt is what may be termed one of the universal varieties, for it is popular from San Diego to the North line of British Columbia on the Coast, and there is not a state in the Union where it doesn't have ardent friends who never fail to grow it extensively. You may order this variety in large numbers without hesitation. Grown at all our farms.

✓ Downing's Bride, P. (Female)

MEDIUM TO LATE. Pistillate. Among growers whose practical experience with this variety has taught them its great value, Downing's Bride ranks as a leader in the production of large quantities of strictly fancy fruit. Its berries are dark blood-red and its flavor delicious, with only enough white at the very heart to make a pleasing contrast. This is the twelfth year we have carried this fine variety. Grown only at Three Rivers.

✓ Arizona, B. (Male)

MEDIUM-EARLY. Bisexual. For twelve years we have grown Arizona in our breeding beds, and it is popular all over the Pacific Coast and in many of the Inter-Mountain States. This variety is a producer of great quantities of large, deep-red berries of very fine, aromatic flavor. The foliage of this variety is dark-green and is of medium size. Under favorable conditions Arizona frequently produces a fine second crop in the early fall, and this fact has made it doubly popular where such conditions are common. Grown at Three Rivers and Canby.

✓ King Edward, B. (Male)

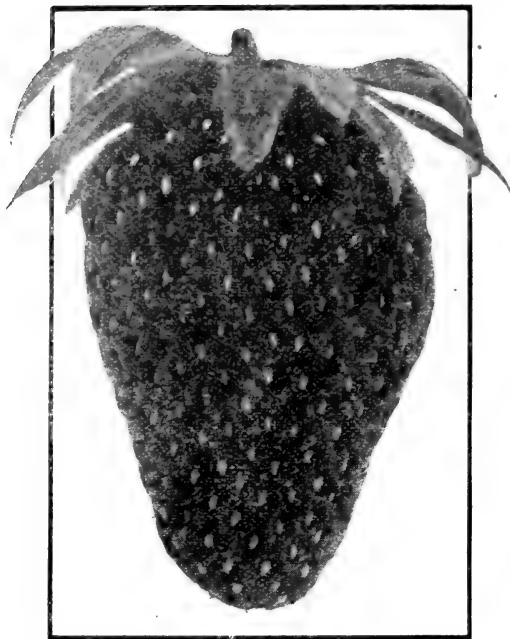
MEDIUM-EARLY. Bisexual. Although of recent origination, this variety has won deserved fame over a very large part of the country, and while this is only the second year we have offered this variety to our customers, we do so with full confidence that it will give large results in all cases where soil and climatic conditions are favorable. The variety is so very fine as to deserve a thorough testing out. The fruit is almost round in shape, is dark-red in color, delicious in flavor and of unusual uniformity as to size. Possessed of such a list of high qualities, we are sure that King Edward is to rank very high among the practical strawberry growers of the country. Grown only at Three Rivers.

✓ Nick Ohmer, B. (Male)

MEDIUM TO LATE. Bisexual. For many years a favorite throughout the Northern and Atlantic-Seaboard states, Nick Ohmer has during the last three years won almost universal popularity among the extensive strawberry growers of the Pacific Coast. More than that it now ranks among the first selections in the Gulf regions of the country. In a word, Nick Ohmer has become practically a universal favorite. This means that the average grower may with entire confidence order extensively of this variety. Especially noted for its fine

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LONGFELLOW, BISEXUAL OR MALE—EXTRA EARLY

THIS is the sixth year we have offered this great variety to our customers. Its high qualities were first discovered on our farm in 1906, but before offering it we tested it out for three seasons. Each succeeding season, however, confirmed our first impressions of its value, and since then it has become an almost universal favorite. In many portions of the Atlantic seaboard it is rapidly displacing some of the older standard varieties because of its many excellencies. The prairie states of the West have given it a most cordial welcome, and from many of the Southern states reports have come to us of a most gratifying nature. It is among the later of the extra-early varieties. In size the Longfellow is large; in form it is long and of a perfect strawberry type, having the small neck, which is the unfailing sign of sweetness in the strawberry. It is one of the deepest of the dark-red berries and its flavor is delicious, and so mild and sweet as to win instant popularity. It is now used extensively by large commercial growers and is grown to a greater or less extent in every state in the Union and throughout Canada. Grown at Three Rivers and Twin Falls.

rich flavor, for its large, well-shaped berries and rich crimson color of its fruit, it isn't strange that this variety becomes immediately popular once it becomes known in a given locality. The foliage is quite as beautiful as the fruit. This is the sixteenth year we have bred this great bisexual. Grown at Three Rivers and Canby.

Molena, B. (Male)

EARLY TO LATE. Bisexual. Some years ago one of the extensive commercial strawberry growers of California called our attention to the Molena as a berry particularly adapted to that state, and very kindly sent us a number of plants for testing out. We have found this variety all our friend claimed for it and it is now winning notable success all along the Pacific coast. In fact, in the strawberry region lying south of the city of San Francisco it is a universal favorite, and we are confident that its popularity is to extend from the extreme south of California to northern British Columbia. Molena grows a berry rich crimson in color, the form varying, but the size of the fruit being uniformly large. In flavor it is rich and satisfying, and its yield of crops is excelled by few varieties. It is a prolific maker of long runners and is a strong pollinizer. Molena is grown only at Canby.

Klondike, B. (Male)

MEDIUM. Bisexual. The popularity of this variety steadily increases. Originating in the South it was for a long time considered as a strictly Southern variety, but steadily it has advanced in popularity until today it is grown with large success as far north as the Straits of Mackinac and is becoming an almost universal favorite on the Pacific Coast and throughout the Inter-Mountain states. This variety is noted for its

large yields of beautiful berries uniform in shape, rich blood-red in color and having a flavor that is neither sweet nor sour, but mildly delicious; the berry is full of juice. This is the twelfth year we have offered this variety to customers, and we note a steady increase in its popularity. Grown at Three Rivers and Canby

LATE VARIETIES.

Dornan, B. (Male)

LATE. Bisexual. For fifteen years we have bred this great variety, which is especially appreciated for its sub-acid quality that renders it possible for the confirmed dyspeptic to freely partake of its fruit with impunity. In color the berries are dark-red on the upper side, shading to bright-red on the under side. The meat is for the most part deep pink, becoming almost white at the center. It grows generous crops, and never have we known anyone who did not enjoy its rich and delicious flavor. The berries are very large and belong distinctly in the fancy class. Grown only at Three Rivers.

Stevens' Late Champion, B. (Male)

LATE. Bisexual. During the seven years we have been growing this variety our confidence in its unusual value has steadily increased. One of its fine qualities is the universality of its habitat, as it is successfully grown in every state of the Union. Another quality of large interest is the fact that it is one of the latest varieties; and a third is the fact that it grows immense quantities of the finest market berries. Its late bloom renders it immune to late spring frosts, and it is in full fruit when many others of the later varieties have finished their fruiting season. Grown only at Three Rivers.

Fendall, P. (Female)

EARLY TO LATE. Pistillate. Fendall came to us in 1910 highly recommended as a tremendous yielder of fine fruit. The recognition given it has been fully justified by our own experience and by reports received from customers covering nearly every state in the Union. This variety yields from early to late, berries having been gathered from the same plot of Fendall on the 25th day of May and on the 4th day of July. Fendall is a seedling of the Wm. Belt, and those who have grown the latter variety will readily understand that there is some value in parentage. The plant is noted for its great



A BUNCH OF KELLOGG THOROUGHBREDS

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vigor, unusual size of the individual berry, immense yields of fruit, having fine flavor and of symmetrical form. Its immense root system gives to it great stamina and powers of endurance, in consequence of which it is recognized everywhere as one of the greatest of the drouth resisters. One grower of Fendall has reported a yield of 16,800 quarts to the acre. Grown at Three Rivers and Twin Falls.

✓ Gandy, B. (Male)

LATE. Bisexual. Gandy was one of the varieties which was adopted by R. M. Kellogg at the beginning of his great work and was offered by him to the trade in his first list. That we are still growing this splendid variety from scions of the original stock is certainly a tribute to its high value. And when we say that Gandy grows steadily in popularity we have said about the best thing that could be said of a variety of strawberry plants. Gandy has many special qualities—it is one of the latest of all berries; it gives its largest yields in heavy clay soil; it is one of the best shippers ever originated—three points of excellence which have made it a universal favorite. Grown only at Three Rivers.

✓ Oregon Improved, B. (Male)

LATE. Bisexual. In size, form and color very much like the Marshall, possessing all of the great features that have made Marshall one of the most popular varieties on the Pacific Coast. Many growers report the Oregon Improved (sometimes called, New Oregon) as being superior even to the Marshall. We have a fine crop of this variety and cannot recommend it too highly. Grown only at our Canby farm.

✓ Pearl, B. (Male)

VERY LATE. Bisexual. Originated in Indiana this new bisexual promises to become a universal favorite. On the farm of its originator it yields large, fine fruit from ten to fifteen days after Gandy has ceased bearing. This places Pearl among the very latest of the bisexual varieties. Another of its fine characteristics is that the yield and quality hold up exceptionally well to the last picking. The berries ripen evenly over the entire surface; it has a very rich, mild sweet flavor, and the berries are very even in size. In form this variety is round. There are very few small berries. Pearl is an exceedingly vigorous grower with heavy root system and foliage entirely free from rust. It will withstand drouth as well as does Senator Dunlap. Growers who desire something especially fine and extremely late should give this variety a trial this season. Grown only at Three Rivers.

✓ Cardinal, P. (Female)

LATE. Pistillate. This variety takes its name from its extraordinarily rich cardinal shade of color. In season it ranks among the latest of the pistillate varieties, and as its fruit begins to ripen about mid-season, the length of its fruiting period is very great. Cardinal is famous for withstanding heavy frosts at blooming time and for its large yields of high-class fruit. This is the eighth year we have had Cardinal on our farms. Grown only at Three Rivers.

✓ Commonwealth, B. (Male)

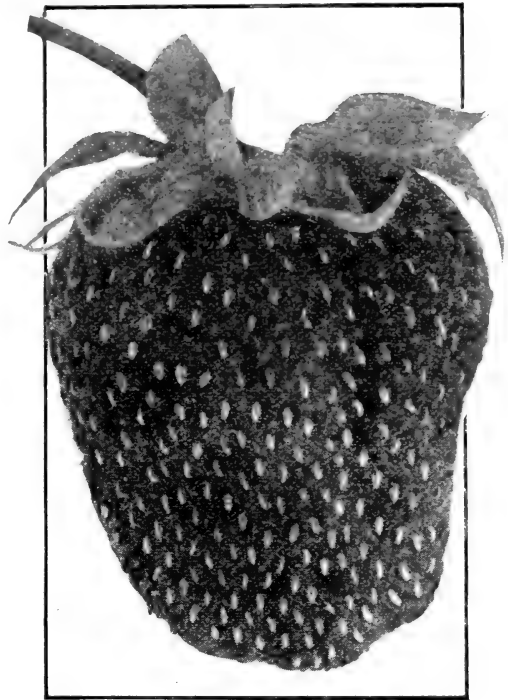
VERY LATE. Bisexual. Commonwealth is of Massachusetts origin, and because of its extreme lateness, no less than for its very delicious fruit, it now enjoys a popularity quite equal to many of the old-time favorites. The berry is dark, rich red, coxcomb in form, and the surface of the fruit is smooth. The meat is rich and juicy. Having an unusually long fruiting season, this variety grows very large crops of distinctly fancy fruit. Those whose markets call for late berries should set liberally of Commonwealth. It is a strong pollinizer and its blooming period is of great value where late pistillates are grown. Grown only at Three Rivers.

✓ Enhance, B. (Male)

MEDIUM TO LATE. Bisexual. A variety very popular over a large section of the United States. Fruit is large and firm and of excellent quality. Foliage dark and fine, and seldom is affected by rust or blight. Strong pollinizer. Often fruits in the fall. Grown only at Three Rivers.

Success Under Trying Circumstances

IN view of the very unfavorable weather conditions that existed practically throughout the entire plant-shipping season in the spring of 1913, it has been most gratifying to us to receive so many splendid reports concerning the plants received by our customers. From practically every state in the Union, and representing shipments made at all periods of the shipping season, have come hundreds of reports, a few of which we give below. The weather prophets in both Europe and America predicted that the year 1913 would be marked by storm and flood and earthquakes of remarkable magnitude and extending over a long period.



HERITAGE, MALE OR BISEXUAL—EARLY

HERITAGE is one of the largest and finest berries grown, and being a heavy yielder as well, steadily is winning its way to a permanent place in the confidence of strawberry growers representing practically every section of the United States. In shape the berry is conical and long, having an obtuse point. In color it is a dark, lustrous shade of crimson, and is studded with brilliant, golden seeds, all of which tend to make it one of the handsomest berries ever shown on the market. This is the fourth year we have offered Heritage. Grown at Three Rivers only.

These prophets did not exaggerate in their predictions the actual results suffered in the direction of storm and flood. Never before in the history of our country has there been such widespread devastation caused by the elements. Entire cities were engulfed, and a territory larger than many European countries was swept by such floods as never before were experienced. Added to the floods were other excesses of weather—in some sections drouth and extremely cold, or extremely hot weather in others, rendered it very difficult to meet these superimposed conditions; but, notwithstanding the fact that the business done by us was of unusually large volume, successful deliveries were made to all sections. All shipments referred to here were made from our Three Rivers farm. We quote herewith from letters received relative to this matter:

Arizona

Phoenix, April 19, 1913. "I have received the strawberry plants in first-class condition." D. VONDRACEK.

Arkansas

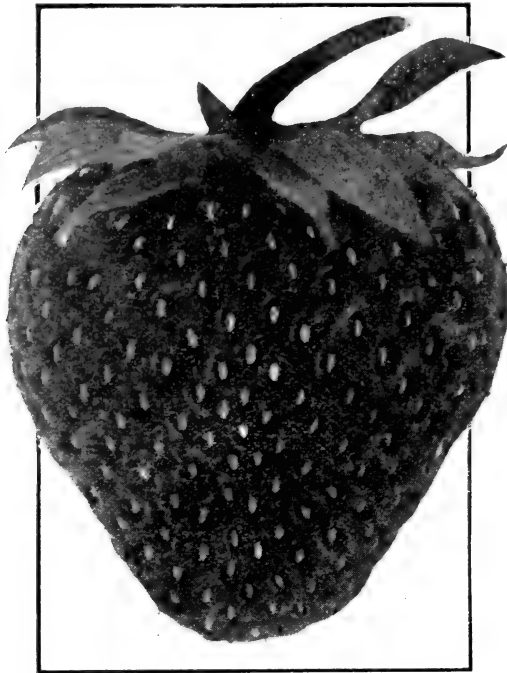
Stuttgart, April 10, 1913. "Received my plants yesterday. They are in good condition." MRS. W. N. BEEBLE.

California

Bishop, April 15, 1913. "I received plants yesterday in very good condition. I noticed that each variety over-ran the other several plants, for which I wish to thank you. All of the plants were exceptionally nice, but the Kellogg's Prize are sure won-

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CHESAPEAKE, MALE OR BISEXUAL - LATE

FIVE years ago we offered for the first time this remarkably fine late bisexual, and few varieties have grown in popular favor more rapidly, and the demand is practically universal. As its name indicates, it is a Maryland origination, and for a long time its virtues were known only to the people of the Atlantic seaboard. Now it is universally known and admired for the large size of its fruit, its heavy yielding powers, its fine flavor, which is similar to that of Wm. Belt, and because of the rust-proof quality of its foliage. Another quality which is particularly reported on by our customers is its ability to withstand frost. In a recent season, when frosts of great severity came on at an early date, Chesapeake was the only variety that remained unaffected. Chesapeake ranks among the greatest of the late varieties. Grown at Three Rivers and Twin Falls.

ders—such dandy, big heads and long thrifty roots. I shall watch them with great pride.” R. E. SMITH.

Cucamonga, Calif., April 21, 1913. “The plants you shipped us from Canby were detained at our express office during two hot days for inspection without notifying me. However, they reached me in moist condition, and I must say they were ideally packed. Such roots—perfection, indeed!”

MRS. J. H. HALL.

Connecticut

South Manchester, April 23, 1913. “Plants have been received in good order. I desire to thank you for the careful attention which you have given to same. I have the plants all set and every one is in a good healthy condition. I shall be pleased to recommend you to my friends, and also when in need of more plants to get same from you.”

J. HOWARD KEITH.

District of Columbia

Washington, May 7, 1913. “I purchased some strawberry plants from you in April. They are doing fine. Good roots, strong crowns

JOHN C. RAU.

Florida

Hampton, April 15, 1913. “I received the plants from you today. They had been out four days, but came in very good shape. I have them out and hope to make quite a success with them.”

J. ALLEN.

Illinois

Chicago, April 23, 1913. “I want to acknowledge your courtesy in filling my order so promptly as you did. I found on arriving at Grand Haven last Saturday morning the plants

awaiting me. They were fine ones, I assure you, and I am in hopes to be able to report very good results from them.”

H. J. GREEN.

Lake Fork, April 24, 1913. “I wrote to you day before yesterday that I had not received the plants booked as No. 8060. They got here yesterday. I have never seen any better strawberry plants. I am very proud of them. They all will grow, I am sure.”

A. C. BUCKLES.

Indiana

Fillmore, April 25, 1913. “I received the plants in excellent condition and am well pleased with them—the nicest lot of plants I have ever received. One only has to unpack a box of your plants to see the Kellogg way of doing business. Your plants are certainly nicely packed and would travel a long distance without injury. I assure you the plants will have my very best attention under the Kellogg Way.”

CLARENCE J. RAGAN.

Rushville, June 19, 1913. “I received the strawberry plants in fine shape. They are all right—just grand. You are the kind of people I like to do business with.”

AMOS WINSHIP.

Hobart, April 24, 1913. “My order for 7900 plants received a few days and in good condition. Most of them are set out and growing nicely. I thank you very much for your promptness and square dealing. I can assure you that my plant requirements in the future will be looked after by you.”

R. F. CARLSON.

Iowa

Des Moines, May 17, 1913. “Plants arrived May 15th instant O. K. They are in fine condition.”

MRS. E. N. ACKOIS.

West Burlington, April 22, 1913. “I received your fine plants. A friend from a distance visited us Sunday and said they had better roots than any cherry trees he ever had seen. If they are as good as they look, money could buy only those I could not eat.”

CALVIN HEUER.

Des Moines, April 19, 1913. “The shipment of plants to me came in No. 1 condition, and I thank you.”

L. M. DARLING.

Kansas

Minneapolis, May 22, 1913. “I intended writing you before this to thank you for the good strawberry plants you sent me. They are doing finely. I had the ground in fine shape for them. But the plants were good, strong ones, and I have only lost one or two. Your count over-ran some. I could afford to

The Real “Wonderberry”

Doss Brittain in Farm and Fireside, Oct. 11, 1913

THE real “wonderberry” has at last been discovered. It is a modest plant growing from six to eight inches high and probably producing more and larger fruit for the size and weight of the plant than any other in domestic use, except possibly the pumpkin. The fruit is deep crimson in color, with small seeds that are unnoticeable. As to flavor, this real “wonderberry” may be described as the berry with electrical attachments. There is no fruit in the world which compares with it in the number of people it will affect pleasantly through the sense of taste. It is universally liked, or has been wherever tried. The fruit is a large berry, some specimens being large enough to fill an ordinary teacup.

Careful investigation shows that anyone who knows how to grow onions or can learn how to set out tomato-plants can grow this “wonderberry” successfully, in almost any climate and nearly any soil. The plant produces wonderful crops of the most delicious fruit known to man. One woman produced sixty-five gallons of these berries from one hundred plants; another, eighty-five gallons from one hundred plants. And these were not world's records either. They are only a little above the frequent performances of those who have undertaken the culture of this wonderful berry.

Another feature that recommends this fruit is the varied ways in which it may be prepared. It is delicious unprepared. It makes excellent pies, preserves and jellies, and for short-cakes it is without a peer in the world.

This real “wonderberry” is ordinarily known as the strawberry, and the real wonder about it all is that more people do not know about it and grow it in their gardens. A small space fifteen feet square has been known to produce over one hundred quarts of fruit. Another wonder is that a fruit that has been so long in cultivation is neglected by people who are chasing rainbows in the form of a little purple-fruited degenerate that produces about half a dozen berries smaller than buckshot and about as useful for human food. There is only one reason why strawberries are not grown in every garden, and that is those who own strawberryless gardens do not understand the strawberry. Chase a fad only after it becomes a fact.

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

Copyright 1913 by R. M. Kellogg Co., Three Rivers, Mich.

Three Crops of Strawberries a Year

Kellogg Company's Money-Making Plants--Fresh Picked Berries
From June to November Bring High Prices in the Markets.
From Twin Falls (Idaho) News, Oct. 16, 1913.

THREE crops of delicious strawberries in one season are being realized from the plants on the R. M. Kellogg's land northeast of this city. F. E. Beatty, of Three Rivers, Mich., president of the company, is in the city looking after its interests, and exhibiting the third crop of berries to his friends.

The berries are of the Superb and Progressive varieties and grow to a large size. The flavor of these berries is exceedingly sweet, and they command the highest prices on the Eastern market for particular trade. The growing of the plants here is for nursery purposes. The R. M. Kellogg Co. is the largest grower of strawberry plants in America. The company has extensive nurseries in Idaho, Michigan, and other states. Mr. Beatty is greatly pleased with the results of their nursery work here during the past three years and says that conditions on the Twin Falls tract for this line of nursery stock cannot be excelled. The lack of rain at the time most needed is the greatest drawback to nursery work in the Eastern states, although with a proper season the finest of berries grow in those sections of the country.

Mr. Beatty says that the plants grown here on the Kellogg company land begin bearing in June and continue through the frosts until November. The berries of the present bearing are as delicious as those of the summer yields and are in heavy demand by the large produce firms of the country.

lose some and still have the number I bought, and for all this I wish to thank you. It is a great pleasure, I assure you, to do business with a firm like yours. I have always been well treated by you." J. C. McCrum.

Louisiana

Ruston, April 12, 1913. "I am sending my thanks for your punctuality in sending my strawberry plants. I got one box the 9th and the other the 10th instant. They were perfectly beautiful. I am taking in my first Kellogg berries today. Everybody knows them and are ready for them when I get in town." HERMAN ANDERSON.

Maine

Buckfield, May 15, 1913. "I received my plants May 12. They were in fine condition--never saw finer plants and I am perfectly satisfied." MRS. FRED HOGDON.

Bangor, May 23, 1913. "I received your recent shipment of strawberry plants in A No. 1 condition." WM. MURRAY.

Massachusetts

Westboro, May 4, 1913. "My strawberry plants came through all right and opened up in first-class order--just as fresh as when shipped. They were what I call a very nice lot of plants. I intended to write you sooner and thank you for looking after my order with such care." J. E. ADAMS.

Lowell, April 28, 1913. "The strawberry plants arrived in splendid condition. We received them on the twenty-fifth. They come forward very promptly." H. J. NICHOLLS.

Michigan

Detroit, May 26, 1913. "Strawberries received O. K., May 9, and set out. We have not lost one plant. They are all doing fine." D. E. MARTIN.

Onkama, April 29, 1913. "We received your strawberry plants the 27th in good condition. We certainly are well pleased with them and also the way you have of marking them, as there can be no mistake in the varieties that way." EDD. BRANDT.

Jackson, May 1, 1913. "I received your notice on the 28th and got the plants the 29th. I like your way of doing business--you take an interest in the customer." FRED ADAMS.

McCords, April 21, 1913. "The plants you sent me arrived in fine shape and are all right. They are the nicest plants I have ever seen, and I wish to thank you for being so prompt in filling my order." CHARLES KIDDER.

Minnesota

Swanville, May 7, 1913. "The strawberry plants came yesterday in excellent condition. They look fine and I am well pleased with them." LUCY DRECKMANN.

Pine River, April 23, 1913. "Plants arrived in good condition." J. H. TORLEY.

Missouri

Jefferson Barracks, April 16, 1913. "I received the strawberry plants in good condition. I am surprised not to find one plant with a rotten heart in 2,700 plants." JULIUS GUEHRING.

Garden City, May 13, 1913. "The plants came to hand in

good shape. Have them set out and a good rain has fallen on them. They are looking fine." MINNIE E. TALBOT.

Montana

Whitehall, May 22, 1913. "Plants received in fine shape. They are all set out. Thank you for answering my letter so soon." F. W. ERIKSEN.

Boulder, May 20, 1913. "The strawberry plants shipped on the 14th of May were received on the 16th. They arrived in good condition. I thank you for the extra plants." MRS. H. A. CARSON.

Nebraska

Minden, April 22, 1913. "Seven days ago I received the strawberry plants in excellent condition. It is pretty much to say when you plant a thousand plants that every plant is good, but it looks that way now." G. A. STRAND.

Craig, April 19, 1913. "The 2,500 strawberry plants I ordered came to hand all right. They were the finest I ever saw. I set them out the 17th. They look nice today." JOHN H. CONRAD.

Sargent, June 10, 1913. "I bought 225 plants of you this spring and I must say that no one could have gotten a better stand." HAROLD I. PERRIN.

New Jersey

Trenton, April 14, 1913. "Strawberry plants arrived last Thursday. They were in fine condition when received and are now in the ground. Accept my thanks for your kind attention and treatment." RALPH L. NEWELL.

Atco, May 13, 1913. "The more I trade with you the stronger I feel that strawberry growers owe you a great debt of gratitude that they can buy plants from you that are A No. 1 at such comparatively low prices. I have immense quantities of berries. When people see my Longfellow loaded with fruit they say the plants cannot bring such a quantity to maturity, and as they look at Chesapeake they exclaim, 'Those are bushes.' As they look at Ozark they say, 'Those are all right.' My Kellogg's Prize are fine as silk, making great growth. Do not think I will lose a single plant. At your prices and quality for the money I want nothing better." W. H. L. OPENSRAW.

New Hampshire

Milton, May 13, 1913. "I received your shipment of plants today in good condition. Although they were long in coming they are all right." W. T. MCINTIRE.

New York

Kenwood, May 5, 1913. "My order of plants has been received in perfect condition. The plants are 'classy'." JAS. HOLLENBECK.

Port Richmond, May 25, 1913. "I received my strawberry plants in good condition. I am well pleased with them. They will make a good growth this summer." GEORGE B. SHOTWELL.

Canastota, May 15, 1913. "Glen Mary plants received. The plants came in fine condition, but we are having extremely dry weather at present and it is rather hard on the plants." CHARLES WATERBURY.

Scio, April 8, 1913. "Your Pride of Michigan plants arrived here today in the best of order--fresh and green. They look as though just dug. Some of my neighbors here in town saw them. They were greatly surprised to see such nice plants (Continued on Page 48)

Sheep WIZARD Manure

TRADE BRAND MARK

A Natural Fertilizer

that is unequalled for setting new plants or helping the old beds to best production. **Makes wonderful strawberries;** splendid for everything in the vegetable or flower garden. Nothing like it for lawns. Ask for interesting booklet and prices to-day.

THE PULVERIZED MANURE CO.
No. 48 Union Stock Yards Chicago, Ill.



Price List of Strawberry Plants for 1914

Read Carefully This Page and the Inside Cover Pages of
This Book Before Making Out Your Order.

WHEN making up your order for plants, do not vary from the scale of prices as given. We cannot allow a customer to combine two or more varieties in order to get the rate of the combined number. For example, should you order 500 plants of Klondike, the cost would be \$2.50; but should you order only 250 plants of Klondike, and 250 plants of Aroma, the price of the 500 plants made up of these two varieties would be \$3.10; as you will note that the price for 250 Klondike is \$1.55, and the price of 250 Aroma also is \$1.55. The fact that you order 500 or more plants of a certain variety does not entitle you to any lower price on any other variety than the price given. In short, carry out all prices exactly as they appear in the price list for each variety in accordance with the number of plants ordered of that variety. Orders for 500 or more plants of a single variety are sold at 1000 rates—that is, 600 plants of a \$5.00 per M. variety will cost \$3.00. Do not create unnecessary correspondence by altering in any way the prices given.

When plants are to be sent by mail to points in the United States, from Three Rivers, Mich., or Twin Falls, Ida., remit at the rate of 20c per 100 plants for postage. Where plants are to be sent by mail from Canby, Ore., remit 30c for each 100 plants. *Postage to Canada* from Three Rivers and Twin Falls will be 30c per 100 plants, and from Canby 45c per 100 plants. For express rates on small packages see page 36 of this book.

No orders accepted for less than one dollar, and no fewer than 25 plants of any variety will be sold.

All plants are sold in multiples of 25—that is to say, we cannot sell 30 or 40 or 70 plants to a customer, because our plants are put up uniformly in bunches of 25 plants each. The number ordered always should be for 25, 50, 75, 100 plants, and so on up to whatever number you desire. Plants will be in bunches of 25 whether you order 100 or 100,000.

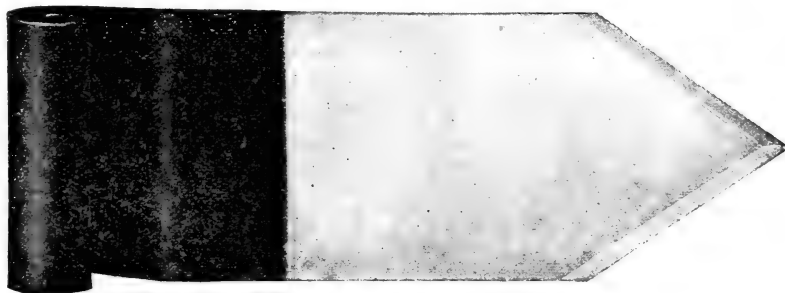
No order will be booked until at least one-third of the amount of cash required is in our hands, and the balance is to be remitted before plants are shipped. Be very careful to get the prices right. *And please do not ask for any deviation from these rules.*

Varieties of Plants Priced at \$4.00 per 1,000 will be sold in lesser quantities at the following prices:		Varieties of Plants Priced at \$5.00 per 1,000 will be sold in lesser quantities at the following prices:		Varieties of Plants Priced at \$6.00 per 1,000 will be sold in lesser quantities at the following prices:		Varieties of Plants Priced at \$10.00 per 1,000 will be sold in lesser quantities at the following prices:		Varieties of Plants Priced at \$25.00 per 1,000 will be sold in lesser quantities at the following prices:	
	Price		Price		Price		Price		Price
25 plants,	\$.30	25 plants,	\$.35	25 plants,	\$.40	25 plants,	\$.70	25 plants,	\$ 1.75
50 plants,	.45	50 plants,	.50	50 plants,	.60	50 plants,	1.05	50 plants,	2.60
75 plants,	.60	75 plants,	.65	75 plants,	.80	75 plants,	1.40	75 plants,	3.40
100 plants,	.70	100 plants,	.80	100 plants,	.95	100 plants,	1.70	100 plants,	4.15
125 plants,	.80	125 plants,	.95	125 plants,	1.10	125 plants,	1.95	125 plants,	4.80
150 plants,	.90	150 plants,	1.05	150 plants,	1.25	150 plants,	2.20	150 plants,	5.40
175 plants,	1.00	175 plants,	1.15	175 plants,	1.40	175 plants,	2.45	175 plants,	6.05
200 plants,	1.10	200 plants,	1.30	200 plants,	1.55	200 plants,	2.70	200 plants,	6.65
225 plants,	1.20	225 plants,	1.40	225 plants,	1.70	225 plants,	2.95	225 plants,	7.25
250 plants,	1.30	250 plants,	1.55	250 plants,	1.85	250 plants,	3.20	250 plants,	7.90
275 plants,	1.40	275 plants,	1.65	275 plants,	2.00	275 plants,	3.45	275 plants,	8.55
300 plants,	1.50	300 plants,	1.80	300 plants,	2.15	300 plants,	3.70	300 plants,	9.15
325 plants,	1.60	325 plants,	1.90	325 plants,	2.30	325 plants,	3.90	325 plants,	9.65
350 plants,	1.65	350 plants,	2.00	350 plants,	2.40	350 plants,	4.10	350 plants,	10.15
375 plants,	1.75	375 plants,	2.10	375 plants,	2.55	375 plants,	4.30	375 plants,	10.65
400 plants,	1.80	400 plants,	2.20	400 plants,	2.65	400 plants,	4.50	400 plants,	11.15
425 plants,	1.85	425 plants,	2.25	425 plants,	2.75	425 plants,	4.65	425 plants,	11.50
450 plants,	1.90	450 plants,	2.35	450 plants,	2.85	450 plants,	4.75	450 plants,	11.85
475 plants,	1.95	475 plants,	2.40	475 plants,	2.95	475 plants,	4.90	475 plants,	12.20
500 plants,	2.00	500 plants,	2.50	500 plants,	3.00	500 plants,	5.00	500 plants,	12.50
1000 plants,	4.00	1000 plants,	5.00	1000 plants,	6.00	1000 plants,	10.00	1000 plants,	25.00

Runner Cutter with handle, \$2.50. Runner Cutter without handle, \$1.85. Kellogg's all-metal Dibble, 35c each; 3 for \$1.00

Price List of Varieties of Strawberry Plants Grown by R. M. Kellogg Co. at Three Rivers, Mich.

EXTRA-EARLY		Per 1,000	MEDIUM		Per 1,000
Excelsior (B)	-----	\$4.00	Ohio Boy (B)	-----	6.00
August Luther (B)	-----	5.00	Buster (P)	-----	6.00
Early Ozark (B)	-----	6.00	Senator Dunlap (B)	-----	5.00
Michel's Early (B)	-----	4.00	Bubach (P)	-----	6.00
Climax (B)	-----	4.00	Jerome (B)	-----	5.00
Texas (B)	-----	5.00	Haverland (P)	-----	5.00
Virginia (P)	-----	6.00	Enormous (P)	-----	5.00
Longfellow (B)	-----	6.00	Downing's Bride (P)	-----	6.00
EARLY			Arizona (B)	-----	6.00
Highland (P)	-----	5.00	Enhance (B)	-----	6.00
Heritage (B)	-----	6.00	King Edward (B)	-----	6.00
Missionary (B)	-----	6.00	LATE		
Lovett (B)	-----	5.00	Fendall (P)	-----	6.00
Bederwood (B)	-----	4.00	Aroma (B)	-----	5.00
Clyde (B)	-----	6.00	Pride of Michigan (B)	-----	6.00
Tennessee Prolific (B)	-----	4.00	Brandywine (B)	-----	6.00
Wolverton (B)	-----	4.00	Gandy (B)	-----	5.00
Crescent (P)	-----	4.00	Dornan (B)	-----	6.00
Warfield (P)	-----	5.00	Marshall (B)	-----	6.00
Helen Davis (B)	-----	6.00	Sample (P)	-----	5.00
Staples (B)	-----	5.00	Chesapeake (B)	-----	6.00
Jessie (B)	-----	6.00	Stevens' Late Champion (B)	-----	6.00
MEDIUM			Cardinal (P)	-----	5.00
Lady Thompson (B)	-----	5.00	Commonwealth (B)	-----	6.00
Glen Mary (B)	-----	6.00	Goodell (B)	-----	6.00
Wm. Belt (B)	-----	6.00	Pearl (B)	-----	6.00
Splendid (B)	-----	5.00	Kellogg's Prize (P)	-----	10.00
Parsons' Beauty (B)	-----	6.00	FALL-BEARING VARIETIES		
Klondike (B)	-----	5.00	Americus (B)	-----	25.00
Nick Ohmer (B)	-----	6.00	Superb (B)	-----	25.00
New York (B)	-----	6.00	Progressive (B)	-----	25.00
Jocunda (B)	-----	5.00	Productive (P)	-----	25.00
Sharpless (B)	-----	6.00			



Kellogg's All-Metal One-Piece Dibble

THIS is our one-piece Dibble—no rivets to come loose or handle to break off. It is made from the very best grade of steel, with polished blade and Japanned handle, which is simply a curve in the same piece from which the blade is made. It does not tire the hand and is in every way superior to any other Dibble ever put upon the market. The price of this Dibble is 35c for one or \$1.00 for three Dibbles. For setting strawberry plants and vegetables it has no equal. Dibbles are now carried by parcel post at the following rates: Zones 1 and 2, 6c for each Dibble; 3d zone, 12c; 4th zone, 14c; 5th zone, 16c; 6th zone, 19c; 7th zone, 21c; 8th zone, 24c. Carried in stock at all of our farms.

GREAT CROPS OF STRAWBERRIES AND HOW TO GROW THEM

Copyright 1913 by R. M. Kellogg Co., Three Rivers, Mich.

this time of the year. They certainly are fine and I thank you for being so prompt in sending them." CARL GREEN.

North Carolina

Richsquare, April 13, 1913. "Received the plants you shipped me. They were in good condition. I am well pleased with them." M. E. ROSE.

North Dakota

Buelsdale, May 7, 1913. "My plants came in fine shape. Am well pleased with them." H. E. EASTON.

Ohio

Cleveland, April 27, 1913. "Received my plants in fine condition, and I think they are the finest plants I ever saw. Thanks for immediate shipment." E. L. WILFONG.

Marietta, May 21, 1913. "The thousand Glen Mary plants arrived all right and in good shape. They looked as fresh as if they had just been dug, and I thank you very much for them. The plants I had previously set are looking fine." E. A. HAAS.

Ashland, June 2, 1913. "I received the plants in first-class condition. I thank you for your kindness and your prompt shipment." W. J. LAWBAUGH.

Oklahoma

Sulphur, May 16, 1913. "The 1200 strawberry plants came in first-class condition and they are blooming at two weeks old and 1225 are living and doing fine. You may expect a larger order next year from me." L. C. HAZZARD.

Asher, April 17, 1913. "The strawberry plants we ordered for you were received on the 12th instant. They were in good condition. They have been set four days and are doing finely." SNIDER & McMULLIN.

Oregon

Forest Grove, May 7, 1913. "I received the strawberry plants sent to me some time ago all right. I set them out and they are doing finely." W. C. DAVIDSON.

Pennsylvania

Smithfield, April 21, 1913. "Received my strawberry plants all O. K. and am well pleased with them. I think I know something near what a strawberry plant ought to be like, as I have handled from 5,000 to 10,000 every spring for several years." JAMES W. NICHOLSON.

Charleston, May 22, 1913. "I write you a line to let you know that my plants are doing fine. Out of the 250 plants I have not lost one. There are some friends that saw my plants and they want some, so send each of them a book." W. T. COMPTON.

Boothwyn, May 24, 1913. "I received the plants you sent on April 30 in four days, and will say they were the nicest plants I ever saw come from anywhere. I planted them the same day they came, and now they are doing finely under the most unfavorable conditions, as it has been so cold and wet in this section this spring that nothing is doing much good, but the plants are doing extra well through all kinds of bad conditions. I am much pleased with them." HARLEY A. MOUSLEY.

Rhode Island

Bristol, May 10, 1913. "The strawberry plants sent by parcel post arrived by rural delivery this morning. The plants are very fresh looking and came through in fine condition." MRS. CHARLES F. HERRESHOFF.

Woonsocket, May 22, 1913. "The strawberry plants arrived in good order and have set them out. They are looking very well." JOSEPH NADEAU.

South Dakota

Yankton, May 23, 1913. "I enclose herewith check for which please send me 250 Senator Dunlap plants. The first lot I bought of you are doing finely; but I wanted some more and bought them nearer home, and have been disappointed in the quality and kind I purchased. Your plants are the best by far of any I have ever seen." A. L. LEE.

Tennessee

Lebanon, April 15, 1913. "The plants I ordered from you came in all O. K. I was a little uneasy, fearing they had been delayed on account of the flooded country. After I inspected them I decided it would have taken a long lay-over to ruin such strong and vigorous plants. When in need of more you will get the order." A. B. CLEMMONS.

Texas

Clairemont, May 5, 1913. "The 2200 strawberry plants came to hand in fine shape about two weeks ago. The ground then was very dry and hard, so I just heeled them in where water was handy. In a few days we had a good soaking rain, so we set them out and I believe at least 90 per cent of them are alive now and putting out new leaves. I have high expectations of a good crop of berries next year from these healthy looking plants." BASIL C. CAIRNS.

Washington

Kirkland, May 30, 1913. "The shipment from Three Rivers was four days on the road, and nearly all of one crate was in

the ground when your letter came. Their condition was perfect—looked as though they were dug that day. The blooms were sticking up through the slats, wide open. Those plants were as good as any we ever saw, and our appreciation and gratefulness to you is most sincere." J. S. COURTRIGHT.

West Virginia

Grafton, May 23, 1913. "What fine thrifty plants those are that I received from you! They started to grow as soon as I planted them, and I am surprised at the growth they have made." B. F. SMALLWOOD.

Vermont

Sassafras, May 22, 1913. "The package of strawberry plants you sent me I received all safe on the 15th of this month and in good shape, I am glad to say." MRS. C. K. BARNES.

Vermont

Middletown Springs, May 14, 1913. "I received strawberry plants in due time and set them out. Most of them will live, although it has not rained since I set them out 15 days ago, and there have been three frosts; but I have sprayed them several times at night and they have started to grow. They had very nice roots, and I expect to be very well pleased with results." MRS. CLAUDE BARDEN.

Wisconsin

Lindsey, May 22, 1913. "Received plants in good shape. Am very well pleased with them, especially the Kellogg's Prize." R. J. WRIGHT.

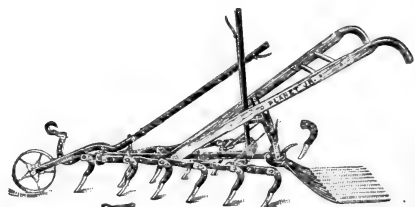
Mondovi, June 20, 1913. "I received the plants you sent me this spring in fine condition." MRS. BERTHA GRAY.



Our New Runner Cutter With Handle

THE ease and simplicity with which runners may be cut with our new device is well illustrated above. The operator easily guides the cutter so as to remove the runners as desired, as the cutter may be run as close to the plants as one may wish. Runner-cutter with handle, - - - - - \$2.50

Runner-cutter without handle (no handle may be attached to this form of cutter, as the bolt holes are arranged for attachment to Planet Jr. cultivator only) \$1.85



Planet Jr. 12-tooth Cultivator. Price complete as shown in cut, \$9.00; with roller runner cutter attached, \$10.85.

Read Carefully Every Word Upon the Inside Cover Pages

Of this book before making up your order, so that you may know our rules and terms, and thus avoid possible misunderstandings.

Our Terms

CASH must accompany each order or it will not be booked. If the amount of the order is \$5.00 or over, you may remit not less than one-third of the amount when ordering. Where the amount of the order is less than \$5.00, remittance should be made in full. The balance due on any order must be paid before plants are shipped. After March 15 all orders should be accompanied by full payment to insure prompt delivery. We send no plants to anybody, no matter what his financial standing, until plants are paid for. We do not ship plants to anybody C. O. D. Do not ask us to do so.

How to Remit

ALL remittances should be made by postoffice or express money order, or by bank draft or registered letter. *No other way by mail is safe, and we shall not be responsible for any currency or coin sent in a letter.* When private checks are sent, add 10 cents to cover cost of collection. This for the reason that the clearing house associations all the country over have adopted a minimum rate of 10 cents for exchange on all personal checks, and the great volume of business done by us makes it necessary to insist upon this point.

We Employ No Agents

SCORES of complaints come to us every year to this effect: "The plants I bought of your agents are worthless." Tree peddlers secure copies of this book and represent themselves as our agents, and then deliver common stock, to the loss and disgust of purchasers. You can get the genuine Thoroughbred plants only by sending direct to us. Should anyone represent himself as our agent, offering to sell our plants, compel him to show his credentials. This will reveal his true character as he will be unable to show authority to sell our plants.

Order Early

ALL orders are booked in the rotation in which they are received. The earlier they come in the more certain will be the patron of securing the plants of his choice. Orders for early shipment are best, too, for the reason that the plants when dormant are in better form to transport and transplant. No order will be filled for less than \$1.00, as the cost of handling is too great when the amount is less. Plants will be shipped at the proper time, as nearly as we can judge, for setting out in your locality, unless you give us specific date for shipment. Orders received after April 15 will be shipped according to date of their receipt, regardless of special shipping dates, provided they have been remitted for in full.

How to Make Up a Club Order

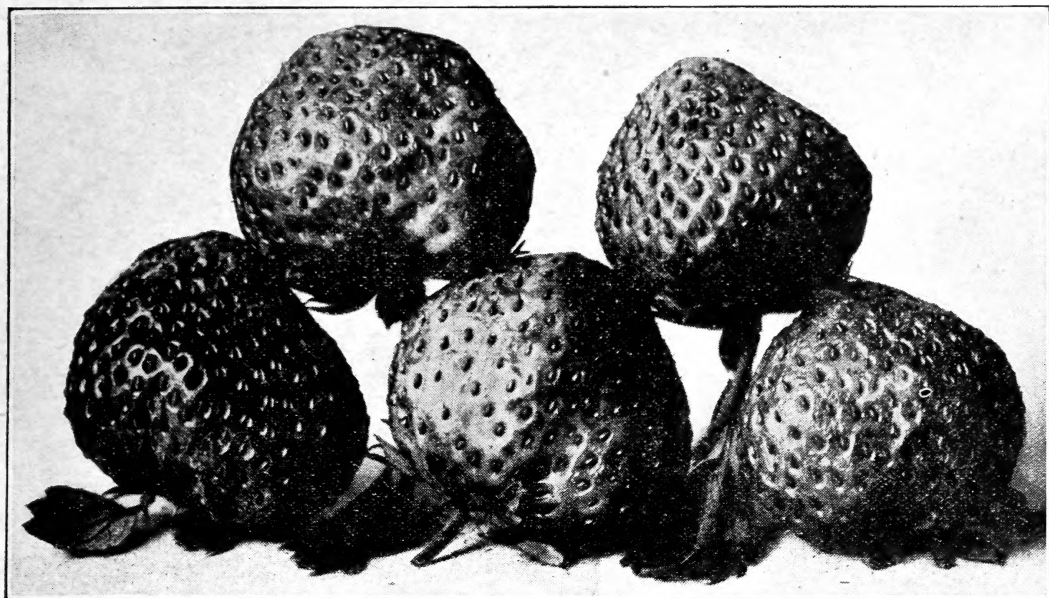
YOU may join with your neighbors in getting up a club, and get the benefit of thousand rates on all varieties of which 500 or more plants are ordered. But to secure these rates the club order should come in the name of one person and the entire order be shipped to one address. As each bunch of plants bears the name of the variety ordered, the division easily will be made upon arrival of the plants. In all cases, however, where the club order is to be divided and plants shipped separately to members, each member will be required to pay the regular rate quoted in our price list for the number of plants he orders. Catalogs will be sent to your neighbors on request, to aid in making up the club.

Transportation of Plants

EXPERIENCE has taught us that the best and safest way to ship plants is by express, wherever the customer is so situated as to have them come forward by express. An additional incentive to the use of express is the lowered express rates which lately have gone into effect. Remember, also, that express packages travel in an open car, whereas mail packages are carried in air-tight mail sacks together with heavy and bulky packages. At the time this page goes to press, the Postmaster-General announces that packages weighing as high as 20 lbs. will be admitted to the same sacks as those containing strawberry plants. This will make it even less desirable to ship plants by mail. Therefore, on another page in this book you will find both express rates and postal rates quoted, together with other information and suggestions.

Estimated Weight of Plants

IT is impossible to give the exact weight of plants, because plants of some varieties are much larger than others and plants steadily increase in weight as the season advances. But our experience has been that it is safe to calculate on from 25 to 30 pounds per each thousand plants as grown at Three Rivers, Michigan, and Twin Fall, Idaho, when the plants are packed for shipment. As the growing season at Canby is much longer than it is at our other farms, plants from Canby will weigh from 30 to 45 pounds when packed for shipment.



Kellogg's Superb Ever-Bearing Strawberries

PICKED OCT. 24, PHOTOGRAPHED OCT. 25, 1913—ACTUAL SIZE

KELLOGG'S STRAIN OF EVER-BEARING STRAWBERRIES have made such a wonderful fruiting record that we urge all strawberry growers to set a liberal number of these plants this season. In order to encourage a wide and generous distribution, we have greatly lowered the prices for the ever-bearers and have *decided to allow each purchaser to take advantage of the thousand rates in all cases where as many as 500 or more ever-bearing plants are ordered*, even though this number be composed of several varieties. That is to say, a customer may take 125 plants each of Superb, Americus, Progressive and Productive, and the price for the 500 plants will be the same as if he took 500 plants of a single variety of ever-bearing plants. Or, if only two varieties, or three varieties, compose the 500 plants, the cost would be the same—\$12.50 for the 500 plants, or \$25.00 for 1,000 plants composed in the same way.

Our desire is to encourage every one of our customers to give the ever-bearers so complete a test that they will be convinced of the value of these wonderful plants—we mean the commercial value, the value to the man who grows strawberries for market.

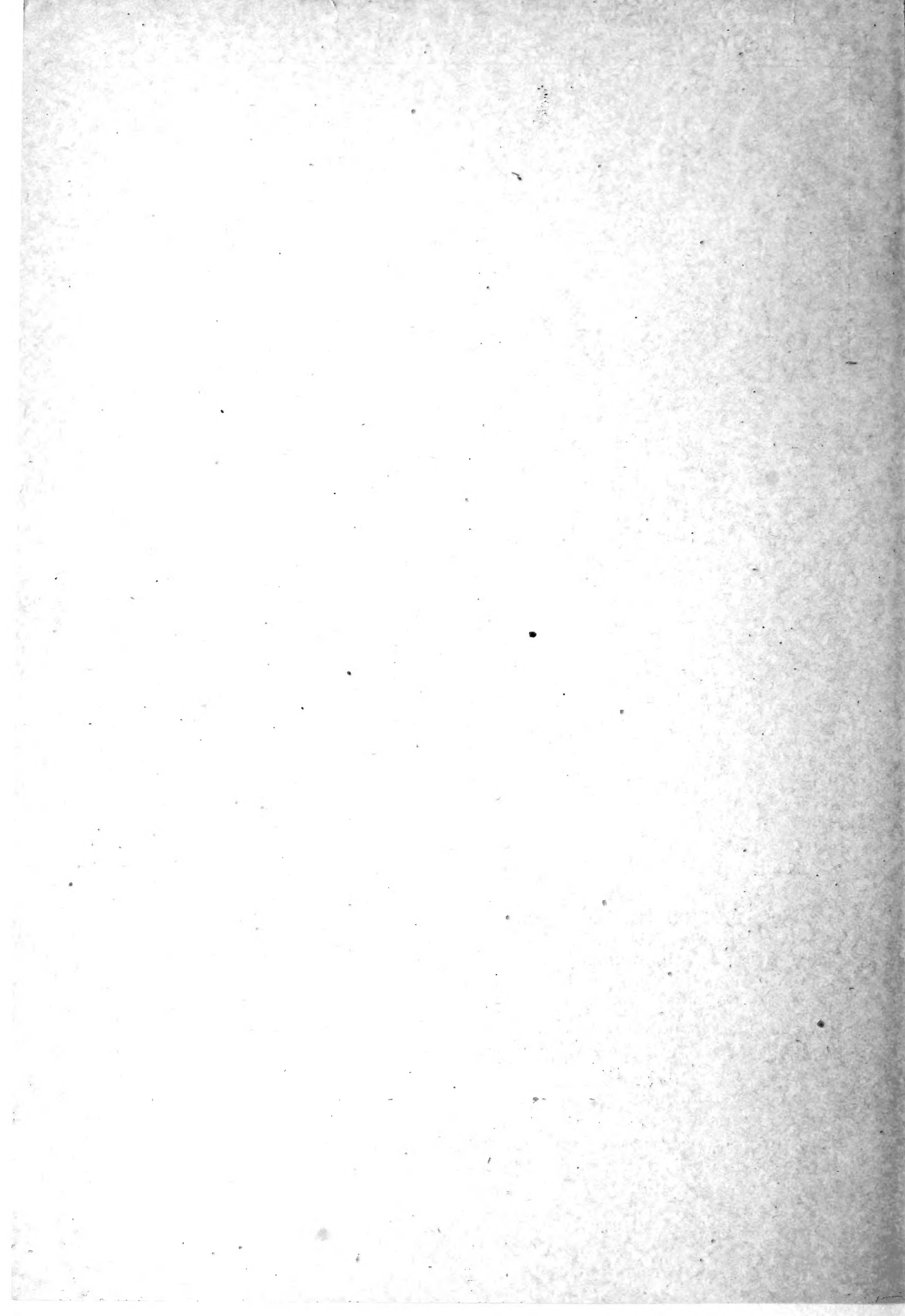
Just think of it! We gathered big crops of strawberries from Superb in June, July and August, and through all of September and October, and as late as Thanksgiving Day, 1913, had the great delight of picking many more of these fine berries.

On page 33 of our 1914 book we show Superb berries as they appear in June and other summer months.

Every family ought to have a generous quota of these plants, but the commercial grower simply cannot afford to be without them. They insure a big income for any man who will raise the Kellogg Ever-bearing plants and follow the Kellogg Way of growing them.

THREE RIVERS, MICHIGAN

R. M. KELLOGG COMPANY.





A SINGLE STEM
&
KELLOGG'S PRIZE

